

Missoula  
**DOWNTOWN**  
 Dialog

April 2014



Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community

in this issue...

- Garden City BrewFest
- Give LOCAL Missoula Day
- Spotlight: Athena Photography
- Several New Members
- Parking, Parking, Parking



**President's  
 Message by  
 Brent Campbell**

WGM Group  
 bcampbell@wgmgroup.com

We all know parking is one of the most important and passionately-discussed issues in our downtown. The cost of parking and parking availability for customers and employees are issues I have heard many times in my service on the Board of the MDA. Parking is a significant element to the Downtown Master Plan and our new Park Place Parking Structure is a direct result. An additional structure and modernized parking meters are also important elements included in the Plan.

The Missoula Parking Commission is conducting a series of meetings to discuss modernization options for the parking meters. The existing meters are over 60 years old, out of date, out of parts and have been unreliable. Some complain about the meters running fast and getting tickets unfairly. The first meeting was held March 6 and attended by about 50 people. This informational meeting was the first public meeting to be held on the subject. We heard that people are concerned with the cost of new meters, parking rates and affordable parking for downtown employees and customers. These are critical issues for our downtown business owners and their customers. We will continue to  
**(President's message cont. p2)**

The Downtown Dialog should be shared with all your staff members! Please pass it around your office.

**Connect to Smart Parking**

In an effort to obtain as much public participation as possible, the Missoula Parking Commission (MPC) will host the next round of public meetings on its parking meter modernization project April 15-16 in Downtown Missoula. Consultants Dennis Burns and Vanessa Solesbee will be back in town to acquire more information and input on the types of technologies Missoulians wish to see.

All downtown stakeholders are encouraged to attend one or more of the meetings to be held at the Holiday Inn Missoula Downtown (200 S. Pattee). The Parking Meter Open House will take place Wednesday, April 16 from 6-7:30 pm, and all Missoulians are encouraged to attend. Burns and Solesbee will present on the options and technologies available and the pros and cons of each option. Public input and feedback is needed and appreciated.

is part of the parking strategy of the Downtown Master Plan that was unanimously approved by the Missoula City Council in August of 2009. Dennis Burns of Kimley-Horn, along with Vanessa Solesbee from The Solesbee Group have been contracted by the MPC to oversee the public process and selection of appropriate technologies to improve the on-street parking experience in Downtown Missoula.

The MPC Board of Directors and staff encourage participation in the process and value the public's input on selecting the best meter technologies for our community. For more information prior to the upcoming meetings, please contact MPC Director Anne Guest (aguest@ci.missoula.mt.us) or Consultant Vanessa Solesbee (Vanessa@the-solesbeegroup.com) and connect to downtown's parking improvement program.

Improving parking technologies

**(See Parking Meetings Schedule p2)**

**Board of Directors**

**President**

Brent Campbell ..... WGM Group

**Past President**

Todd Frank ..... The Trail Head

**Vice President of Advocacy**

Kim Klages-Johns ..... MSO Hub

**Vice President of Marketing & Events**

Julie McFarland ..... AAA

**Vice President of Master Plan Implementation**

Matt Ellis ..... Missoula Osprey/Uptown Diner

**Vice President of Membership**

Heidi Starrett ..... Missoula Independent

**Treasurer**

Rick Eneas ..... Galusha, Higgins & Galusha

Larry Brehm ..... OZ Architects

Anders Brooker ..... Runner's Edge

Lynda Brown ..... HR Consultant

Dan Cederberg ..... Cederberg Law Offices, P.C.

Wade Herbert ..... Black Knight Security

John Horner ..... First Interstate Bank

Diane Lanning ..... Providence/St. Patrick Hospital

Scott MacIntyre ..... Badlander/Access ATM

Aimee McQuilkin ..... Betty's Divine

Brooke Redpath ..... Missoulian

Mario Schulzke ..... University of Montana

Kent Watson ..... Kent Watson & Associates

**Ex Officio Members**

Melanie Brock ..... Missoula Economic Partnership

Ellen Buchanan ..... Missoula Redevelopment Agency

Anne Guest ..... Missoula Parking Commission

Michael Tree ..... Mountain Line

Shane Stack ..... MT Dept. of Transportation

**Downtown Partnership Staff**

Linda McCarthy ..... Executive Director

Jenny Mueller ..... Membership & Events Director

Adam Reel ..... Marketing & Events Director

Robert Giblin ..... Finance Director

Noreen Humes ..... Community Development

Tom Aldrich ..... Operations Coordinator

**(President's message cont.)**

encourage the Parking Commission to evaluate options that address these issues and allow for modernization of the old meters.

We need to hear from everyone downtown on this issue. A number of options were presented at the meeting including individual meters that accept coin, cash or credit cards and pay station installations. Some even allow extending your meter time via cell phone. That would come in handy for me many days of the week when City Council is especially windy. The next set of meetings will be April 15 and 16 when the consultants will meet with Stakeholders and conduct another Public Meeting. Please plan on attending and weighing in on this important issue and how it affects your business and employees.

The Parking Commission has

been a valuable and engaged partner for Missoula's Downtown. They have invested millions of dollars in the three parking structures we have downtown. This allows for a higher intensity of land use, i.e. buildings filling in parking lots like the new downtown Garlington Lohn & Robinson building.

This allows more employees downtown which means more customers for businesses and a more robust downtown. New, strategically placed parking structures will allow additional redevelopment and infill of parts of downtown. This was a primary strategy of the Downtown Master Plan. Updating our old meters is probably long past due. Let's look for creative ways to do that, keep costs down and have a vibrant business environment for everyone.

## What's on Tap for BrewFest?

The birds are chirping in Downtown Missoula, which means Garden City BrewFest is just around the corner. Montana's oldest and largest craft beer event returns to Caras Park Saturday, May 3, from 12-8 pm. The MDA is proud to be the lead supporter of the Missoula Craft Beer week with the 22nd Annual Garden City BrewFest culminating the weeklong celebration of craft brews.

The MDA, in partnership with local distributors and breweries, will showcase over 60 beers and nearly a dozen wines. Beer category winners will be determined by the Zoo City Zymurgists, a Missoula-based home-brewers club.

Since being gifted to the MDA in 2003, the Garden City BrewFest has continually grown. We are looking forward to hosting nearly 6,000 folks in the heart of Downtown Missoula this year. BrewFest goes can purchase a 7-ounce commemorative glass plus two beer tokens for \$12;



additional tokens are just \$1 each. Food will be provided by Sentinel Kiwanis Club, along with some Missoula mobile food favorites.

This year's Garden City Brewfest sponsors: Bayern Brewing, Five on Black, and Thirst Gear. Thirst Gear is a human-powered bar on wheels. Don't worry if you are having difficulty imagining what that looks like. The Thirst Gear Pedal Pub will proudly be displayed at the event.

The MDA needs plenty of help for the event. Watch for the volunteer call coming later this month. We are fortunate to have reliable volunteers to staff events. Grab some coworkers and represent your organization as a group of dedicated Downtown volunteers!

Keep a close eye on the website, [www.missouladowntown.com](http://www.missouladowntown.com), and Facebook page in the weeks to come to get the nitty-gritty on Garden City BrewFest and Missoula Craft Beer Week!

### Parking Meetings

(subject to change)

Holiday Inn Missoula Downtown  
200 S. Pattee

#### Tuesday, April 15

3-4 pm Missoula City Council  
5:30-6:30 pm Downtown Employees  
6:30-7:30 pm Downtown Business Owners & Managers

#### Wednesday, April 16

1-2 pm Downtown Boards (BID, DM, MDA, MPC, MRA)  
2-3 pm Downtown Residents  
4-5 pm Downtown Property Owners & Managers

### MDA Committee Meetings

#### Advocacy

Tuesday, April 8  
4-5 pm Downtown Partnership Office

#### Master Plan Implementation Team

Thursday, April 17  
12-2 pm at 140 West Pine

#### Membership

Thursday, April 17  
4-5 pm Downtown Partnership Office

#### Marketing Committee

Thursday, April 24  
1-2 pm Downtown Partnership Office

#### Out to Lunch Committee

Wednesdays  
4-5 pm Downtown Partnership Office

#### Garden City BrewFest Committee

Wednesdays  
4-5 pm Downtown Partnership Office

#### Downtown ToNight Committee

Thursdays  
4-5 pm Downtown Partnership Office

# MISSOULA Downtown

---

## CONNECTING OUR COMMUNITY

## Downtown Spotlight:

# athena

PHOTOGRAPHY

Athena, named at birth after the Greek goddess of wisdom, war, and peace, has been specializing in commercial photography in Missoula for the last 11 years. She came from Taos, New Mexico to join a community of local-born friends. Most of Athena's work is portraiture for local and regional businesses, most notably Community Medical Center's maternity, cancer, and emergency departments. She is also proud of collaboration work she did with a friend's self-started compression sock company.

Athena especially enjoys her collaborations with 2013 Downtowner of the Year, PartnersCreative. Together, they have done work for the Montana State Fund, as well as creating as the Downtown Business Development brochures. Their work

together, she says, contributes to strengthening the downtown community.

When asked about recently joining the MDA, Athena said "My life has revolved around the downtown community. I live downtown, I have my business downtown...I should have signed up earlier." She especially appreciates the growth, prosperity, and healthy impacts of the MDA and BID, as seen over the course of her years in Missoula. She is happy to share and support the MDA's goals for Missoula.

Why her parents named her Athena? "My parents were hippies. Having the name means big shoes to fill," she said. In reading a book on the topic, she says she identifies with Athena the most of all Greek gods. Athena is her "goddess within." Check her out!

**415 N. Higgins 531-8833**  
**athenaphotography.com**

## Give LOCAL Missoula Day

**Tuesday, May 6, 2014**

The Missoula Downtown Foundation encourages all downtown stakeholders to participate in Missoula Community Foundation's May 6 Give LOCAL Missoula Day, a 24-hour giving event that connects Missoulians with community non-profits and reinforces the value of local philanthropic giving and community engagement. All Missoulians are encouraged to make

a donation online or in person at a "donor lounge" (website and donor lounge locations to be announced in the May newsletter). "Missoula is such a generous community and Give LOCAL Missoula Day is a creative way for

all of us to make a collective difference," said Colleen Rudio, Missoula Downtown Foundation Board President.

The Missoula Downtown Foundation exists to support and promote

the SPIRIT and HERITAGE of Missoula through cultural, historical, and economic enhancement of Downtown Missoula now and for future generations. Give LOCAL Missoula's 2014 goal is to raise \$100,000 for Missoula non-profits during this one day! Please consider making a tax deductible contribution to the Missoula Downtown Foundation by becoming a Friend of Downtown Missoula on Give LOCAL Missoula Day.

Your donation will be matched by a Stretch Pool from a generous matching fund. For example, if the Missoula Downtown Foundation receives 15% of the total monies raised on Give LOCAL Missoula Day,

the Foundation receives 15% of the Stretch Pool. Questions and suggestions can be directed to Noreen Humes at the Downtown Missoula Partnership (543-4238) or (noreen@missouladowntown.com)



## Welcome New Members!

### 3-7-77 Design

Josh Trexler  
1816 Wyoming St.  
877-549-7700  
info@3777design.com

### Northern Rockies Financial Group

Ashley Corbally  
1014 South Ave. W.  
728-6699  
ashley\_corbally@glic.com

### Athena Photography

415 N. Higgins  
531-8833  
hello@athenaphotography.com

### Big Sky Bikes

Robert Sayler  
809 E. Front  
830-3195  
rob@bigskybike.com

### Crowley Fleck PLLP

Benjamin Hursh  
305 S. 4th St. E., Ste 100  
523-3600  
bhursh@crowleyfleck.com

### Inner Wisdom Hypnotherapy

Clark Patton  
127 N. Higgins  
544-2486  
stoneageawareness@gmail.com

### Morgan Pierce, PLLP

Daniel Morgan  
433 W. Alder  
544-4702  
dan@morgan-pierce.com

### Qdoba Mexican Grill

Tracy Balen  
1001 E. Broadway  
549-0020  
balent@ibcorp.cc

### Submittable

Bruce Tribbensee  
101 E. Broadway  
855-467-8264  
bruce@submittable.com

CONNECTING OUR  
COMMUNITY



218 E Main St, Suite C  
 Missoula, MT 59802  
 Ph: 406.543.4238  
 Fax: 406.543.9831

[www.missouladowntown.com](http://www.missouladowntown.com)

ADDRESS SERVICE REQUESTED

PRSR STD  
 U.S. POSTAGE PAID  
 Permit No. 74  
 Missoula, MT 59801



Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community

## How is the MDA Connecting our Community in April?

### Advocacy

Coordinating annual meeting of the City MDA and BID Leadership. Studying parking meter technologies. Reviewing Higgins & Madison Bridges study.

### Marketing

Implementing a style guide for the Downtown Missoula Partnership to ensure consistency in advertising. More emphasis on strategically leveraging social media.

### Master Plan

Reporting on 2013 Accomplishments. Providing input on Missoula College Environmental Assessment. Studying Front & Main Conversion.

### Membership

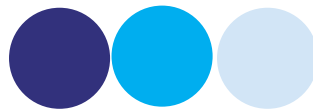
Initiating planning for this summer's MDA Annual Membership Barbeque

### Events

Continuing to plan Out To Lunch and Downtown ToNight along with other summer events including Garden City River Rod Run and River City Roots Festival.

### Community Development

Missoula Downtown Foundation to take part in Missoula Community Foundation's Give LOCAL Missoula Day



## Member Shout Outs

**Play All Day Pass For Family Fun** With spring finally approaching, bring your family out of hibernation and let your kids burn off some energy with a full day pass to the Children's Museum Missoula and A Carousel for Missoula, two of Missoula's premier family fun spots! These two community organizations combine forces to present the Play All Day Pass. The passes are a great deal at only \$7 and allow you to enjoy a full day admission to the Children's Museum and unlimited rides at the Carousel. Passes are available for sale at both venues and may be purchased in advance or for same-day visits. Each Play All Day Pass expires the day it is used at either location and cannot be redeemed on Mondays. Individual membership privileges at the Carousel and the Children's Museum do not apply. For more information, visit [www.childrensmuseummissoula.org](http://www.childrensmuseummissoula.org) or call 541-7529.

**Missoula Fashion Week Begins Friday, April 18.** A week celebrating the incomparable style of Missoula! Project Selvedge will kick it off Friday, April 18 at 6:30pm with a challenge for the designers involving local Missoula boutiques. Lots of different events being held throughout Missoula, culminating in a fashion show at the Florence Lobby on Saturday, April 26.

**Missoula Craft Beer Week kicks off Sunday, April 27** and culminates with the 22nd Annual Garden City BrewFest on May 3. The weeklong event showcases the best brews found in Missoula through venues all over downtown.

Stay up-to-date by visiting [www.missouladowntown.com](http://www.missouladowntown.com).