

August 2012

- Mountain Line Changes
- MDA BBQ Wrap Up
- Spotlight: ZACC
- Spotlight: Garden City Recycling
- MDA New Faces
- Member Shout-Outs



President's Message by John Horner *First Interstate Bank*

Well here we are; in the middle of the summer we were all waiting for, and in the middle of the events season we have all been working on. It always amazes me how quickly this time comes around. July 26th, in case you missed it, was the 8th Downtown Tonight event, July 25th being the same for Out to Lunch. Only 5 of each left. Have you taken advantage of the great music, the lively crowds, and the extremely good food? It is always a pleasure I must say.

Just around the corner is what has become a premier event of the MDA—the River City Roots Festival. On August 25th and 26th, Downtown Missoula will once again be a gathering place for the young and old to listen to great music, enjoy first-class art, participate in fun activities, and even “enjoy” a 4-mile run through the heart of Missoula. A great event, and because of the MDA, its membership, and the wonderful sponsors, it continues to remain free to the general public. Volunteers are instrumental to this event and the call will be going out soon—please answer it.

As I think about it, one of the major benefits of having your Downtown Association is that we have the ability to produce events such as OTL, DTTN, and River City Roots Festival, (among many!) which remain free to the general public. Free to come and soak up the atmosphere which is the downtown and Caras Park, to listen to talented musicians,

President's Message cont. on page 2

Mountain Line Route Changes

After a lengthy planning effort, the Missoula Urban Transportation District recently approved new Mountain Line route changes that will be implemented on Monday, August 27, 2012. The route changes include—for the first time ever in Missoula—15 minute all day service on Route 1, the most productive Mountain Line route that links the Downtown Area with the University of Montana and mid-town's Southgate Mall. Additionally, Route 8 is realigned and operates with 30 minute peak frequency. The service plan is budget neutral and re-allocates low performing service for improved efficiency and productivity.

The Mountain Line Downtown Transfer Center is scheduled to re-open on Monday, August 6, 2012. The renovation project includes new pavement in the driving isles, sidewalk replacement, improved landscaping, and solar for greater energy efficiency.

The planned Bike Station at the Downtown Transfer Center is scheduled to be completed by August 31, 2012. Additionally, the Transportation District recently announced that Subway Restaurant will open at the Downtown Transfer Center later this summer.

For more information on the Mountain Line route changes and other Transportation District projects visit www.mountainline.com or call Customer Service at 721-3333.



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President's Message cont. from page 1
 and to enjoy the company of others in an environment that is clean, safe, and energized. Free to wander about perhaps for the first time and see what the Downtown has to offer in shopping and dining. Without your Association staff, its volunteers, and the generosity of numerous sponsors, it couldn't be done.

So please pay attention to the sponsor table when you wander down to an event, thank them for investing in Missoula, patronize their business, and let them see that the investment they made has returned huge dividends.

The summer, and the events season, will be fading soon so be sure to take advantage of what the Downtown has to offer and be sure to thank those individuals and businesses who make it possible.

MDA Committee Meetings

Advocacy

Tuesday, August 14
 4-5 pm MDA Office

Caras Park Improvements

TBA MDA Office

Marketing

Wednesday, August 22
 10-11 am MDA Office

Master Plan Implementation Team

Thursday, August 16
 12-2 pm at MRA Conference Room

Membership

Wednesdays, August 15

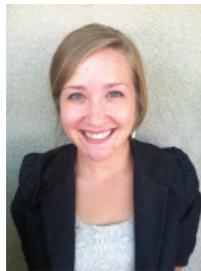
Downtown Branding

The Missoula Downtown Association and Business Improvement District joint marketing committee has hired Mary Ellen Campbell a Branding Consultant to help develop a new Downtown Brand. We will be unveiling this brand in two workshops in September. Mary Ellen will work with businesses to show them how they can incorporate our new brand into their marketing. One lucky attendee who is a member will win a two month communication campaign. Seating will be limited so sign up early. The workshops will be held Thursday, Sept 6, 12-1:30pm and Wednesday, Sept 1, 5:30-7pm at the MSO Hub. Plan on coming to one. Free for MDA members or BID ratepayers and \$20 for everyone else.

New Faces at the MDA

The Missoula Downtown Association has hired two new employees, and both are Montana natives and recent graduates of The University of Montana.

Jenny Mueller began her position as program director on July 9, and she will primarily be responsible for membership recruitment and retention, event planning and production, and communications outreach. A graduate of Billings Central High School, Mueller earned a B.S. in Hospitality Management from Northern Arizona University and received an M.A. in Linguistics from UM in 2011. Her work experience in national retail, food and beverage, the Phoenix Convention & Visitors Bureau, Montana State University facilities management and Adventure Life will serve her well at the MDA.



Julie Walsh began her post as the MDA's administrative assistant on May 21. She is the MDA's frontline manager, receiving all incoming visits, phone calls and emails. She is primarily responsible

for leasing Caras Park, managing the Downtown Boulevard Banner program and the Downtown Gift Card program among other things. Walsh just earned a B.A. in Psychology from UM and is a graduate of Billings West High School. Walsh previously interned at Zootown Arts Community Center, the Gallagher Foundation, YWCA Missoula and spent the last two summers at the Glacier Institute in Glacier National Park.



Roots Fest Volunteer Opportunities

River City Roots Festival hits Downtown Missoula in just a few short weeks and the MDA is looking for a few good men and women to help host Western Montana's premiere art and music festival. If you are interested in lending a hand either Saturday or Sunday - or both! - contact Julie Walsh at the MDA by calling 543-4238 or emailing mda@missouladowntown.com. Multiple positions available in areas throughout the festival from the bar to helping artists or informing festival attendees.



Welcome New Members

Integrative Massage Therapy

221 N. Higgins, Suite 403
 549-8079

Montana River Guides

406-722-7238
www.montanariverguides.com

School of Extended & Lifelong Learning at the UM

243-6721
www.umt.edu/ce

Posh Paper Weddings

971-219-4101
www.poshpaperweddings.com

Montana Brewers Association

406-439-8075
www.montanabrewers.org

Downtown Spotlights
Garden City Recycling
www.gardencityrecycling.com
546-0370



Most of us attempt to be good stewards of our planet, and in Missoula, recycling is something most of us try to do. Reality however sometimes gets in the way. That is where Garden City Recycling steps in and makes it happen. I can speak from personal experience that having Garden City Recycling swing by my business The Trail Head and pick up all the cardboard we generate is the single best "service" we pay for. They come by twice a month and take our sometimes overflowing bin of recyclables. It is dirty work, dusty and hot this time of year and wet, cold and slippery in the winter. I welcome them to the MDA and strongly urge all of you who already recycle to use this great service. Your employees will appreciate that they don't have to spend nearly as much time dealing with all the recyclable product we all generate running our businesses, and they can focus on the other aspects of the job that help make the numbers add up on the bottom line.

Todd Frank, The Trail Head

Zootown Arts Community Center
www.zootownarts.org
549-7555



Ever wondered how to make your own glass-fused jewelry or silk-screen t-shirt? Ever tried to find a warm creative space for business meetings? Ever needed a place to take your bored children on a rainy day? The answers to these questions can be found at the Zootown Arts Community Center. The ZACC is a bustling, colorful and ever-evolving non-profit that has delivered art education and creative opportunities to Missoulians since 2008. With classes for all ages,

cont. next column

this family-friendly center aims to connect people through art, while making up for the lack of art education in public schools. If you attended July's Northside/Westside Block Party, you would have seen how successfully the ZACC builds community through art. Also impressive is the amount of support the ZACC receives from volunteers, helping the small staff to create a huge impact. August is a great month to check out the ZACC. Attend a Second Friday Gallery Opening on August 10, enjoy an afternoon painting your own mug for the office, or sign up for the next adult art class, Warhol and Wine on August 14th.

MDA BBQ Was A Success!

A blistering hot day set the stage for the 27th Annual MDA BBQ down at Caras Park. Everyone in attendance showed up ready to cool down with an ice-cold beverage and relax and celebrate summer with fellow members of the MDA family. The MDA staff and Barbeque Committee would like to thank all who came down for this year's event.

We had a great turnout this year with over 300 people, including members and their families. Bob Wire, along with the assistance of our very own Colin Hickey on the maracas, did a wonderful job entertaining the crowd and creating an exciting setting for the kids' piñata extravaganza.

Twenty-three raffle packages were provided this year from several of our long-standing members and friends, as well as some of our newest members. The prizes varied from fun date night packages to exquisite handmade jewelry.

Thank you to all of the committee members for their hard work and dedication to making this event happen each and every year. This year's committee includes Brooke Redpath of the Missoulian, Caroyln Bartlett of the Missoula Independent, Matt Loomis of Baskin Robbins, Pete Aklestad of Exact Image and Racquel Williams and Teddi Dickerson both of the Holiday Inn-Downtown.

We would like to extend a spe-

cial thank you to Nikki Meredith, our marketing and events intern. She came in at the beginning of summer and took the reins of this event. She put in a lot of extra time and effort to ensure that the barbeque was enjoyable for everyone. We truly appreciate all of your hard work, Nikki!

Without tremendous generosity from our members and donors, the 27th Annual MDA Barbeque would not have been possible. Thank you to the following businesses for donating: A Carousel for Missoula, Ace Hardware – Trempers, Albertson's, Al's & Vic's, All Events Catering, Amy Hetzler - Arbonne, Baskin Robbins, Bayern Brewing, Bernice's Bakery, Betty's Divine, biga pizza, Bodega, Bitterroot Flower Shop, Broadway Bar & Grill, The Central Bar & Grill, Choices Counseling, Culligan Water Co., The Dark Room, The Depot, Doc's Sandwich Shop, El Cazador, Exact Image, Flathead Lake Brewing Company, Frito Lay, Front Street Pasta & Wraps, Good Food Store, The Green Light, Grizzly Liquor, Grizzly Scholarship Association, Holiday Inn- Downtown, Hunter Bay, Iza Asian Restaurant, James Bar, Johnny Carino's, Kettlehouse, Kornutopia, Liquid Planet, The M Store, MacKenzie River Pizza Co., Missoula Children's Theatre, Missoula Club, Missoula Textile Services, Missoula Winery, The Missoulian, Montana Radio Co., Montana School of Massage, Red's Bar, The Rhinoceros, Shichuan BBQ, Silk Road, Silver Dollar Bar, Specticca, Studio Pandora, Tamarack Brewing, Tangles, Ten Spoon Vineyard, Thai Spicy, The Trail Head, Uptown Diner, VW Ice, Washington Foundation, Wheat Montana Bakery, Worden's Market, Zip Beverage, Zoo City Apparel

Thank You

Join us for the MDA's

Membership Luncheon

Tuesday, August 14
11:30 - 1:00 pm

Doubletree

Downtown Missoula

Don't miss the chance to hear from some of your political candidates when they speak at the monthly luncheon.

Pam Bucy, the Democratic candidate for Attorney General, will be speaking along with Lyn Hellegaard, candidate for HD 94.



DOUBLETREE
BY HILTON™

MDA Luncheon

Cost: \$12 each

Please RSVP to the MDA office by Friday, August 10.

Member Shout-Outs

Beyond Our Exodus Book Release

Cindy Eksuzian, local Missoula Author/Photographer, and member of the Missoula Downtown Association, has released Beyond Our Exodus, her second book now available through her website. All but one of the photographs in her 34 page brief celebrate the natural surroundings of Missoula. Beyond Our Exodus retails for \$21.95, plus shipping, and is available on her website cindyeksuzian.wordpress.com/collections. The small size and call to engage intuitively to the content make her book an attractive addition to a quiet workspace, a backpack or a work briefcase.

Osprey and spectrUM Team Up

Hit a homerun by helping Missoula children in need get access to spectrUM's amazing science programs. Tickets for the August 14th Osprey game are \$10, and half of the proceeds go to spectrUM's Science for All Scholarship. Last year, one in six of spectrUM's participants were beneficiaries of this fund. Call 243-4828 for more information.

Final UM Student Orientation

With school starting at the end of this month, UM students will return to Missoula and walk the streets of Downtown again. Get ready to welcome returning students and first-timers to our shops and restaurants. The last freshman orientation takes place August 23-24 before the semester takes off on August 27. Show UM students (and their parents!) why your business or organization helps make Missoula a fantastic place to live. •

Stay Up to Date by Visiting www.missouladowntown.com!!