



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

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### President's Message by Brent Campbell

WGM Group  
bcampbell@wgmgroupp.com



I am truly honored to be serving as your President for 2014. I follow a long line of outstanding community leaders who have served in this role. In particular, I would like to commend Todd Frank of The Trail Head for his leadership this past year. Todd cares immensely about downtown and has worked tirelessly to make downtown a great place to **Work, Play and Live.**

The Missoula Downtown Association works hard to ensure Missoula downtown is **Vibrant, Safe & Clean.** I will do my best to continue to improve our downtown by continuing our legacy of strong leadership, advocacy and strategic vision. I am excited about our future. Good things are happening downtown and I believe we will continue to see fantastic new development as the economy improves.

**Downtown Connects our Community.** Downtown is the place people connect with each other, commerce, the arts, entertainment, the river and the surrounding mountains. That makes downtown unique in our community but also in the region. I have long believed Missoula Downtown is one of the best entertainment districts in the Northern Rocky Mountains.

The new **Downtown Missoula Partnership** between the Downtown Association, Business Improvement District and Downtown Foundation is an exciting step in the evolution of our organization. The Partnership

### Winter BrewFest Returns Friday, Feb. 21

Shake off the grey-skies gloom this month and join in some light-hearted fun. Good beer, good food, and good company await you at Winter BrewFest – Friday, February 21 at Caras Park. The Missoula Downtown Association has again organized this event as a glint of sunshine among Missoula's dreariest days, meant to liven up our community in a fun outdoor setting.

Thousands will recall last year's



Winter BrewFest at Caras, where breathing room was sacrificed in an effort to contain heat. But

this year, burn barrels aplenty and a more spacious layout ensure an upgraded experience for Missoula's beer-lovers. We've got brand new side walls and plan to keep them more open so crowds can roam with greater ease among the selection of 36 microbrews.

In addition to hosting the region's best winter beers, Winter BrewFest will showcase some of Missoula's favorite food carts: El Cazador, Burns Street Bistro, and Lil' Orbits Mini Donuts. The Idle Ranch Hands will energize the scene with live music, and there will even be a wine bar for those in search of a different beverage selection.

Admission is \$12 per person and includes one 7-ounce commemorative glass and two beer tokens. Additional tokens are

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

### 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..... State Farm

#### Vice President of Master Plan Implementation

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

#### Vice President of Membership

Heidi Starrett..... Computer Central

#### 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..... St. Patrick Hospital

Scott MacIntyre..... Badlander/Access ATM

Aimee McQuilkin..... Betty's Divine

Brooke Redpath..... Missoulia

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

#### Downtown Partnership Staff

Linda McCarthy..... Executive Director

Jenny Mueller..... Membership & Events Director

Adam Reel..... Marketing & Events Director

Robert Giblin..... Finance Director

Julie Walsh..... Operations Coordinator

(President's message cont.)  
will allow us to improve service and efficiency without increasing revenue.

The Missoula Downtown Association, in conjunction with the Partnership is working on several important strategic initiatives that include:

**Downtown Master Plan** – Continue to implement critical elements to the plan including:

- Missoula Way Finding Plan & Implementation
- Front & Main Conversion to Two-Way Street
- Higgins & Madison Bridge Replacement
- Riverfront Triangle Redevelopment
- Increased Downtown Housing for a Wide Variety of Residents.
- Additional Structured Parking

**Vibrant, Safe & Clean Downtown** – Work to improve the downtown environment by advocating for:

- 10-Year Plan to End Homelessness
- New Poverello Center
- Simplify Downtown Signing, e.g. Sandwich Boards
- Accommodate Sidewalk Cabaret Service
- Reduce Pedestrian Interference
- Better Manage Graffiti Issue
- Support our Clean Team

**Downtown Retail** – Strengthen our downtown Retail Climate by:

- Developing a Retail Strategy
- Leveraging the Asset Inventory
- Conducting a Market Analysis
- Facilitating Business Recruitment
- Helping to Fill the Missoula Mercantile

**Events** – Continue our legacy of creating a vibrant downtown by hosting fantastic events including:

- Winter BrewFest
- Garden City BrewFest
- Out to Lunch
- Downtown ToNight
- GC River Rod Run
- River City Roots Fest
- Parade of Lights

I am excited about the future of our downtown and encourage everyone who loves our downtown to get involved. Thanks for the opportunity to serve as your president and we will **See You Downtown!**

## Welcome New Members!

### Cache Creek Provisions/Bao Chow

Nicole Taranto & Bradley Daniel  
P.O. Box 3046  
214-6611  
cachecreekprovisionsllc@gmail.com

### Lynda Brown Human Resource Management Consulting

Lynda Brown  
360-4869  
lyndalbrown13@gmail.com

### Mama's Pantry LLC

Erin Horner  
1900 Brooks Street, Suite 6  
396-3220  
mymamaspantry@gmail.com

### Missoula Senior Center

Michelle Hastings  
705 S Higgins  
543-7154  
michelle.hastings@missoulasenior-center.org

### Montana Food Bank Network

Bill Mathews  
5625 Expressway  
721-3825  
bmathews@mfbn.org

### The Sweets Barn Downtown

Missi Nordberg  
119 S. Higgins Ave.  
493-1116  
missi94griz@hotmail.com

(Winter BrewFest cont.)

\$1 each. The party ends at 10pm, but we encourage festivalgoers to warm up in downtown restaurants and bars afterward.

Folks attending must be over 21 years old and will need to show ID at the entrance on the west side of the Pavilion. Parking is free downtown after 5pm, and we ask attendees to consider alternative transportation. Mountain Line bus service runs until 8pm, and the University of Montana UDASH shuttle runs 15-minute service late into the night for those staying downtown.

Winter BrewFest gives Downtown Missoula a break from the bleakest time of year. So embrace the elements, bundle up, and join your neighbors for this mid-winter celebration on February 21.

## 2013 MDA Annual Awards Announced

Each year the MDA staff and board of directors gather with the membership to celebrate the accomplishments of another year gone by and to honor some of the individuals who contribute greatly to life downtown. The MDA Annual Awards Banquet drew nearly 200 guests to the Holiday Inn Missoula Downtown on Wednesday, January 29. Candidates for four awards were nominated by the membership and voted on by the board of directors. We congratulate the following winners and thank them for going beyond the call of duty to connect our community.

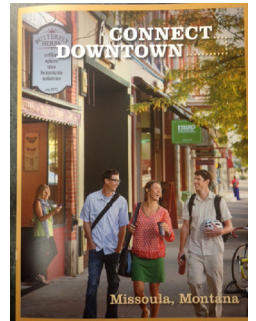
### 2013 Downtowner of the Year PartnersCreative

Instead of an individual, this award goes to a team of professionals who help developed the downtown business recruitment publication that will draw interest from developers across the country. Says their nomination: "When the BID and MDA went to PartnersCreative for help creating a brochure that could be used to attract new businesses and investment to downtown, they stepped up, took on the project and created an outstanding marketing piece that will be used for years to come."

Also nominated for Downtowner of the Year were Melanie Brock of Missoula Economic Partnership, Nick Checota of Top Hat Lounge, and Tom Swenson of Bank of Montana.

### Downtown Employee of the Year Andy Roy - City Police

Officer Andy Roy started as the Downtown Police Officer in April of 2013 and has since made significant improvements in the safety of our urban core. His nomination states: "Andy has been a welcome addition as our dedicated downtown police officer. He is hard-working, passionate and clearly wants downtown Missoula to be the most (MDA Awards cont. page 3)





## Montana Chocolate

**Company**  
129 N Higgins Ave  
(406) 529-7948

The Montana Chocolate Company started making delectable chocolate 12 years ago down the idyllic Bitterroot Valley in Stevensville, MT. In 2010, its new owner Michael Brown decided to take the company to a new level. Collaborating with Robin Wright-Millerd and Sheila Schiwal, they rebranded the entire organization top to bottom and opened a retail store in downtown Missoula. They expanded their online business successfully serving happy customers around the United States. They are currently 'featured' in Seattle's boutique Sorrento Hotel and



Montana's own historic Sacajawea Hotel located in Three Forks. But what they love most is being a strong local presence and fostering partnerships with other local businesses. TMCCo recently worked with Nick Checota of the Top Hat Lounge and Juergen Knoeller, owner and brew master of Bayern, to create a white chocolate dopplebock-infused truffle. If they can make beer ice cream, why not beer chocolate?? Creating custom delights is their specialty. Everything is hand-made and they source local ingredients as much as possible. They are thrilled to be downtown and look forward to 'wowing' our tourists with their decadent chocolate and connecting with the local people and businesses that make downtown Missoula special.

-Kim Johns  
MSO Hub

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## MDA Committee Meetings

### Advocacy

Tuesday, February 11  
4-5 pm MDA Office

### Master Plan Implementation Team

Thursday, February 20  
12-2 pm at 140 West Pine

### Membership

Thursday, February 20  
4-5 pm MDA Office

### Marketing Committee

Wednesday, February 22  
10-11 am MDA Office

(MDA Awards cont.)

pleasant place it can be. Though employed by Missoula City Police Department, Andy responds to all of the requests of the Downtown stakeholders with a great attitude, turning in weekly reports and compiling important data." Also nominated for Down-



town Employee of the Year were Kelsey Keating of Doc's Sandwich Shop, Cassidy Maryn of Station 26, and Daniel Tulk of the Downtown BID.

### Board Member of the Year

#### Todd Frank - The Trail Head

Todd served the role of MDA board president in 2013, a year of much change and organizational growth. He lead the MDA through leadership shifts and contributed greatly to the formation of the Downtown Missoula Partnership. "Under his leadership, the MDA has achieved a number of milestones," says his nomination. "Not the least of these is the reorganization of the MDA, BID and Missoula Downtown Foundation under a partnership organization that will lead to more efficiency, better resource management and a strengthened voice for all of downtown Missoula. Todd has been engaged, thoughtful, visionary and dedicated to the MDA while operating a successful downtown business."



(cont. next column)

## Committee Member of the Year

### Larry Brehm - OZ Architects

Larry has served on the Caras Park Improvements Committee, which guided the installation of new and improved walls at the Caras Park Pavilion. His nomination states: "Larry spent significant time, energy and donated dollars to design a new wall system for the Caras Park Pavilion, which has greatly improved the aesthetics of the venue. With his leadership and service, the system was designed, installed and on budget, and the community will truly benefit from his enormous contributions." Also nominated for Committee Member of the Year were Emily Costello of Treasure State Bank and Harry Watkins of Zip Beverage.



## The Revival of the Montana Film Academy

The International Wildlife Film Festival and the Roxy Theater are excited to announce the revitalization of The Montana Film Academy (MFA). The MFA was opened in 2007 as an educational program of the IWFF. Under the new direction of Mike Steinberg, the IWFF will be re-launching the MFA program this spring. Classes will be taught by filmmaker and UM adjunct professor Lynn-Wood Fields. The MFA will offer filmmaking classes to youth of all ages throughout Western Montana, with no prior experience necessary. There will be 6-week courses offered throughout the year, such as: Create YouTube Short Films; Short Film/Animation Series and Documentary Filmmaking Series. During the academic year The MFA will offer filmmaking courses for middle school and high school students. During the summer The MFA will offer filmmaking camps for students in elementary school through high school. For a link to our scheduled classes, visit <http://montanafilmacademy.com/schedule/>.

-Ally Earnest  
Director of Operations, MFA



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

### Advocacy

Pursuing appropriate modifications to the solicitation and pedestrian interference ordinances.

### Marketing

Working on new downtown image and retail campaigns.

### Master Plan

Focusing on the feasibility study for the conversion of Front & Main, assessment of multi-space parking meter options, reviewing the housing strategy goals and timelines, and reporting Master Plan successes of 2013 to the Missoula City Council.

### Membership

Collaborating with member retailers to develop collective promotional strategies for downtown commerce.

### Events

Planning Winter BrewFest for Friday, Feb. 21 and accepting applications for food vendors and performers at Out to Lunch and Downtown ToNight

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**Downtown**  
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## Member Shout Outs

### The Missoula Marathon's 5K Corporate Challenge

The Missoula Marathon is excited to announce the creation of a Corporate 5K event in conjunction with the Missoula 5K, held during Missoula Marathon weekend, July 12 - 13. Missoula businesses are encouraged to invite their employees to lace up and train for the Missoula 5K on Saturday, July 12, 2014. Businesses that participate will receive a 6-week "cubicle-to-5K" training program to share with their employees, as well as race-day business name recognition. For further details, or to sign up, please contact Run Wild Missoula Program Coordinator, Hillary Ogg, at [hillaryo@runwildmissoula.org](mailto:hillaryo@runwildmissoula.org) or register at [www.missoulamarathon.org](http://www.missoulamarathon.org).

### Have interesting news? Present at an MDA luncheon this year.

MDA monthly membership luncheons are a great way for members to learn about the current events affecting our community. They are also a great way to spread the word about your business or nonprofit's big plans, new campaign, and other projects of interest. If you are interested in presenting at a monthly membership luncheon, please contact Jenny Mueller, MDA Membership and Events Director, at 543-4238 or [jenny@missouladowntown.com](mailto:jenny@missouladowntown.com).

**Gift Card sales continue to grow.** The Downtown Missoula Gift Card program, upgraded from paper gift certificates in 2009, continues to see growth in sales and redemption rates each year. Since its inception, annual sales have increased by 38% and redemption rates have increased by 60%. 2013 was another record year for both sales and redemption, and the trend is expected to continue in 2014 and beyond. Gift cards can be purchased at the MDA website or office.

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

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