

# Missoula Downtown Lowdown



Connecting our Community

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

January 2016

- Spotlight: Frame of Mind
- Advocacy Committee Update
- Master Plan Implementation
- Zero-Fare's 1st Birthday!
- Director Thank you



## President's Column

by Heidi Starrett

Missoula Independent  
hstarrett@missoulanews.com

In the blink of an eye, 2015 has come to a close as has my Presidency. This means it's time to encapsulate the last 12 months of the goings-on at the MDA: our achievements, challenges and accomplishments. By no means is this an easy task.

First and foremost, I cannot stress enough how thankful and honored I am to have had the opportunity to lead this organization. Personally, it was truly an enriching and challenging experience. I could not have been as engaged in 2015 without the support of my managers and coworkers at the Missoula Independent, an organization that fully believes in the mission of the MDA.

Furthermore, I could not have taken on this challenge without the support of our amazing staff and board: a group of folks I never imagined I could have more respect and appreciation for than I did going into 2015. Having worked so closely with these individuals over the last year, I find myself with a deeper appreciation for each and every one of them.

Meaningful accomplishments only come about with determi-

nation and hard work. Our staff and board had plenty of that to go around this year. We were fortunate enough to have new staff members come on board as the "next generation" of community leaders with an exuberant interest in all things Downtown. I found their passion and excitement to be utterly contagious. We also had existing staff members take on increased responsibilities in leading our new staff. Additionally, I was fortunate enough to have the overwhelming support of fellow board members willing to share their vast knowledge and experience. This past year I was given the honor of working with incredible individuals who possess varied skills, experience and knowledge, all of whom have a true passion for the MDA and its mission.

Now, to get down to business. What did the MDA accomplish in 2015? Again, not a question that can be answered in a few bullet points. We were "at the table" on such topics as the Sidewalk Dining Ordinance and the Responsible Retailer Initiative: two issues that directly affect our members. We invested in the Front and Main Conversion Study, the River Front Triangle Study and the Broadband Study. These initiatives will have a positive impact on our Downtown in the near future. Furthermore, we invested in the Mountain Line's zero-fare bus program, an initiative

*continues p. 2*

Please share with friends and colleagues!



MissoulaDowntown.com

## MDA Board & Staff

### President

Heidi Starrett .....Missoula Independent

### Past President

John Horner .....First Interstate Bank

### VP of Advocacy

Aimee McQuilkin .....Betty's Divine

### VP of Marketing & Events

Mario Schulzke .....University of Montana

### VP of Master Plan Implementation

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

### VP of Membership

Julie Tomasik ..... AAA Mountain West

### Treasurer

Rick Eneas ..... Montana CDC

### Board of Directors

Trent Baker .....Datsopoulos, MacDonald, & Lind  
Larry Brehm ..... OZ Architects  
Anders Brooker ..... Runner's Edge  
Lynda Brown .....Brown HR Consulting  
Ellen Buchanan ..... MRA  
Dan Cederberg .....Cederberg Law Offices, P.C.  
Emily Costello .....Treasure State Bank  
Anne Guest ..... Missoula Parking Commission  
Kim Klages-Johns ..... MSO Hub  
Diane Lanning ..... Providence/St. Patrick Hospital  
Scott MacIntyre .....Badlander/Global Pacific ATM  
Brooke Redpath ..... Missoulain  
Chad Strickland ..... Liquid Planet

### Ex Officio Members

Corey Aldridge ..... Mountain Line  
Shane Stack .....MT Dept. of Transportation

### Downtown Partnership Staff

Linda McCarthy .....Executive Director  
Topher Williams .....Membership & Events Director  
Kristen Sackett ..... Marketing & Events Director  
Robert Giblin .....Finance Director  
Tom Aldrich .....Operations Coordinator  
Noreen Humes .....Community Development



## TEXAS HOLD'EM POKER TOURNEY DOWNTOWN STYLE

Sunday, March 6, 2016

**Early Bird Registration is NOW open**

\$75 Buy-In through January 31, 2016

(\$100 Buy-In after Jan. 31, 16)

\$750 Corporate Table (10 spots)

Business Name & Logo Displayed at Table

(\$1,000 Corporate Table after Jan. 31, 2016)

**Register on-line TODAY** at [Missouladowntown.com/poker](http://Missouladowntown.com/poker)

- Register by phone at 406.543.4238



## Mountain Line Celebrates One Year of Zero-Fare Service

The verdict is in: Missoulians love Zero-fare buses. Mountain Line's three-year Zero-fare demonstration project began January 5, 2015 with the financial support of 14 community partners, including the Missoula Downtown Association. The result is 12 straight months of record transit ridership. Mountain Line gave more than 1 million annual rides for the first time ever in 2015. October also set a new all-time one-month bus ridership record with 118,447 rides provided. Ridership grew over 37% from 2014, and Mountain Line is confident this increase is largely due to the Zero-fare program.

"Increased bus ridership benefits our entire community with fewer cars on the road and better air quality. It means more options for students getting to class, less stress for employees commuting to work, and helps keep seniors active and mobile," said Bill Pfeiffer, Mountain Line Community Outreach Coordinator.

Mountain Line will be celebrating Zero-fare's success throughout the month of January. The agency plans to install a special display in the Downtown Transfer Center to honor current and future Zero-fare partners for their contributions to the community. They'll also be collecting "Thank You Zero-fare" messages for funding partners in the coming weeks.

"We really want our partners to know the difference they're making in our community," said Pfeiffer. "The more people ride, the greater the benefit to Missoula so we hope folks will let them know how much they love the service."

To leave a "Thank You, Zero-fare" message for Mountain Line's funding partners, visit Mountain Line's Facebook page or [mountainline.com](http://mountainline.com).

### President continued

worthy of our support not only for our members and their employees, but our entire community.

Internally, we conducted a thorough review of the Master Plan and determined that we are ahead of schedule on our 20 year plan. We also created sound system guidelines for Caras Park and reviewed an initial design proposal. We held a series of City Council candidate forums to better inform our members, held two workshops for our retail members, established a 2nd retail location for the Gift Card program, and completed a member survey that will help us to improve our membership benefits going into 2016. All this while pulling off another successful season of community events; Winter BrewFest, Garden City BrewFest, Out To Lunch, Downtown ToNight, Garden City River Rod Run, River City Roots and Parade of Lights.

The MDA also took on a new volunteer opportunity in 2015. The Special Olympics State Summer

Games were held in Missoula in May. We successfully coordinated and staffed the opening barbecue for the athletes, coaches, family members and officials at Ogren Park Allegiance Field. We were honored that Special Olympics of Montana reached out to us and we are looking forward to continuing our support of this community event in the future.

In closing, for me, 2015 resulted in an increased knowledge of the challenges facing Downtown and the opportunities to make positive change. Those closest to me know I can be an "all or nothing" kind of person when it comes to making commitments. I can be a determined being; I'm not going to take anything on without giving it my all. With that in mind, I gave it my all this past year, and in the end I received so much more. As I look to the future, I am excited to continue to be a part of the development of the MDA and our relevance in the community. Thank you to our members, staff and board an amazing year!

## A Special Thanks from the Director

By Linda K. McCarthy

Executive Director

Downtown Missoula Partnership

I am very happy to have 2015 in the rearview mirror, as it was a most difficult year for me and my family. I was diagnosed with two types of cancer at the onset of the year and spent essentially the entire year battling this terrible disease.

Thankfully, all the healthcare services we needed were right here in Downtown Missoula. Through the services of Providence St. Pat's and the Montana Cancer Center, I went through four surgeries, 12 weeks of chemotherapy and 33 radiation treatments. Additionally, I was able to acquire all the ancillary care services in Downtown Missoula through Axis Physical Therapy (Ragna Thorne-Thomsen), Missoula Family Therapy (Stacy Werner), Missoula Healing Arts (Patty Knox), and Sorella's (Kathleen Priske).

Most importantly, the support I received from our Downtown community was absolutely incredible and will forever be planted in my heart and soul. Hundreds of cards, dozens of bouquets, gifts, inspirational text messages and emails, meals, connections with cancer survivors in our community, and probably thousands of prayers came our

way through this beautifully amazing community.

The most incredible gift was the hand-made quilt, made by Theresa Cox and signed by dozens of Downtowners. Your support and messages of inspiration carried me and my family through some of the most difficult days in 2015.

I am especially thankful for our employees and board members, who all put in extra time and took on additional responsibilities to ensure our Downtown community stayed on track with our annual work plans and budgets. You, in particular, carried me throughout this past year.

As we close out 2015, I want to personally thank you and our community for helping me and my family with this battle of a lifetime. Your care, support, gifts and prayers helped me find the courage and tenacity needed to beat down cancer. I couldn't have done it without you.

Missoula is truly a special place, comprised of exceptional people who do wonderful things for others. I am humbled and grateful to be a part of such a remarkable community. Let us celebrate life, love, and the connections we make in this special place we call home.



## Master Plan Implementation Update

Since the Downtown Master Plan was completed and approved in 2009, Matt Ellis has served as chairman of the Implementation Team that meets monthly to ensure we maintain focus on carrying out the goals of the plan. In 2016, Ellis will turn over his responsibilities to Ellen Buchanan, who will serve as Vice President/Chair of the Downtown Master Plan Implementation Team.

Over the course of 2015, we completed the study on the Front & Main Conversion, and the Montana Department of Transportation completed the study of the Higgins and Madison Bridges. The City of Missoula completed its update to the Missoula Growth Policy, the Missoula Art Park was designed, and the parking meter modernization project was completed. Additionally, the Conference Center Study was completed, and the Missoula Broadband Study was completed.

Some might say we spent too much time and money on plans and studies; however, planning is a vital component to ensuring successful implementation.

We also saw the creation of urban renewal districts on the East Broadway Corridor and Scott Street in 2015, the successful implementation of Zero-Fare Service on Mountain Line, and a comprehensive inventory of all bike parking in Downtown Missoula.

As we move into 2016, there are multiple development projects in the works that will have a significantly positive impact on Downtown including Stockman Bank, the Old Sawmill District, Toole Crossing, and Providence St. Patrick Hospital.

Some additional projects in the works include:

- Additional fine-tuning of the Riverfront Triangle Plan
- Design of a new Missoula Public Library
- Construction of the East Front Street student housing project
- Completion and occupancy of the new Missoula College on East Broadway
- Redevelopment of the former funeral home on West Spruce for a local media company
- Redevelopment of the former Poverello Center on Ryman for apartment living

- Installation of the Downtown Pedestrian Layer of Wayfinding
- Installation of the Mountain Line bus stop signage

Furthermore, the Montana Department of Transportation will move forward with replacing several of the traffic signals in Downtown, construction of the Orange Street Roundabout, and hopefully the Russell Street Bridge will be under construction towards the end of 2016.

There are a variety of other Downtown development projects potentially in the works, and we will keep you apprised of those as they become public. We are fortunate to have a long-term vision for our Downtown that offers predictability to investors and developers. You can learn more about the Downtown Master Plan online at [www.missouladowntown.com](http://www.missouladowntown.com).

The Downtown Master Plan Implementation Committee meets the third Thursday of every month at 12pm in the MRA Conference Room located at 140 W. Pine. The next meeting will be on January 21. For more information, please call 406.543.4238.

## 2016 MDA Board Development

Several individuals will be stepping into or continuing their officer positions on the MDA Board of Directors upon ratification by general membership. Ratification will take place at the MDA Annual Banquet on Jan. 21. The 2016 Board Officers will be as follows:

- **Aimee McQuilkin**, Betty's Divine, *President*
- **Heidi Starrett**, Missoula Independent, *Past President*
- **Anders Brooker**, Runner's Edge, *VP Advocacy*
- **Ellen Buchanan**, MRA, *VP Master Plan*
- **Mario Schulzke**, University of Montana, *VP Marketing & Events*
- **Julie Tomasik**, AAA Mountain West, *VP Membership*
- **Rick Eneas**, Montana CDC, *Treasurer*

## Downtown Sewer Maintenance Scheduled for January

The City of Missoula Wastewater division will be installing a new sewer pipe under Pattee Street from Broadway to Caras Park in January. Construction will commence shortly after the bid opening on January 4. Construction will commence in the East-bound lane of Broadway and move toward Caras Park with a goal of laying about 100 feet of pipe per day. Traffic will continue to move on Front and Main streets with minor delays, and driveways will remain open.

The new sewer line will replace old infrastructure that has experienced multiple problems in the last several years. For more information, contact the City Waste-

**A BIG Thank You to the following who made Downtown festive this holiday season!**

CONNECTING OUR  
COMMUNITY



e3 Convergency Gallery, Voted Most Elegant Window Display

## Book Your 2016 Banner Space Now!

The Missoula Downtown Banner Program still has available spaces for 2016. Downtown banners are a cost-effective way for non-profits to promote cultural, entertainment, artistic, and sporting events or other special events and area attractions of public interest.

The banner rental process begins by applying for one of the five banner zones located on Higgins Avenue from the Hip Strip to the XXXs, including blocks east and west of Higgins on Front, Main and Broadway streets. The zones have 14-32 banners each with pricing from \$20-\$35 per pole to accommodate any advertising budget.

Banner designs must then be submitted to the MDA for approval and once approved, the banners are produced by the requesting organization. The MDA installs and removes banners on a monthly basis.

For 2016 availability and application information, visit [www.missouladowntown.com/downtown-banner-program](http://www.missouladowntown.com/downtown-banner-program) or contact Leidy Wagener, Operations Coordinator by phone at 406.543.4238 or email at [info@missouladowntown.com](mailto:info@missouladowntown.com).

## Downtown Advocacy Committee Update

Advocacy is one of the four primary areas of focus for the Missoula Downtown Association, and each month our Advocacy Committee works on policy, outreach, communications and more to ensure our Downtown community has a voice that is heard and received with respect.

In 2015, we spent a great deal of time on state legislature engagement, sidewalk signage, sidewalk dining, alcohol sales, wet housing, parking, growth policy, flood plain regulations, expansion of the Downtown BID, city council candidate forums, design guidelines and more.

Some of the big picture goals for advocacy in 2016 include:

- Getting to know our new City Councilors and County Commissioners

## Advocacy Continued

- Ensuring Downtown projects are priorities in the Long-Range Transportation Plan
- Reviewing and potentially strengthening city ordinances on dog leashes and licensing
- Brennan's and Max Waves
- Professional Development for MDA Members

Anders Brooker, owner of Runner's Edge, will serve as Vice President of Advocacy in 2016, taking the reins from Aimee McQuilkin, owner of Betty's Divine, who has agreed to serve as President of the Board.

We invite you to join in on the discussions if you have an interest in serving as an Advocate for Downtown Missoula. The committee meets the second Wednesday of each month from 8:30-9:30 am at the Downtown Missoula Partnership Office. Feel free to drop in if you have interest. It's a great way to connect to your community.

The Advocacy Committee meets on next Wednesday, January 13 at 8:30am in the Downtown Missoula Partnership office located at 218 East Main St. Please call 406.543.4238 for more information.

## Changes to the Downtown Lowdown

Notice something different about the Downtown Lowdown? Per the results of the MDA Membership Survey, we are updating our newsletter! Coming in 2016 we will provide regular committee updates from our four focus areas: Advocacy, Master Plan, Marketing, and Membership, which may result in an extra page to the newsletter. We will also implement a second member spotlight in an effort to showcase more businesses. To submit your business to be selected for the additional member spotlight, attend a monthly networking social and add your business card to the pot to be drawn each month. Dates for the membership socials can be found on the calendar included with this newsletter.

As always, members can submit an event to be included in the Shout Outs section of the newsletter by the 18th of the month by emailing [info@missouladowntown.com](mailto:info@missouladowntown.com).

Members can also purchase an insert in the newsletter for \$100. The member provides the inserts, which

## Lowdown Continued

must also be submitted by the 18th of the month. For quantity of inserts to provide and more information on printing inserts, please email [info@missouladowntown.com](mailto:info@missouladowntown.com) or call 406.543.4238.

Interested in receiving an electronic copy of the newsletter rather than a print copy? Fill out our newsletter delivery preferences survey at [here.missouladowntown.com/newsletter-survey](http://here.missouladowntown.com/newsletter-survey) to ensure you are receiving the newsletter in the manner that best suits your needs.

## Humes Departs Partnership for Habitat for Humanity

Community Development Manager Noreen Humes will be leaving the Downtown Missoula Partnership in early January, having accepted the position of Executive Director for Habitat for Humanity. Humes has contributed significantly to the growth and success of the Missoula Downtown Foundation, as well as to business development initiatives and grant writing for Downtown projects. She will be sorely missed, but we all wish her the very best of luck in her new position. Swing by the office on **Wednesday, Jan. 6 between 3-5 pm for Noreen's going-away party.** We want to send her out with a bang!



The Downtown Missoula Partnership and Destination Missoula partnered to decorate the windows of the Missoula Mercantile Building this holiday season!



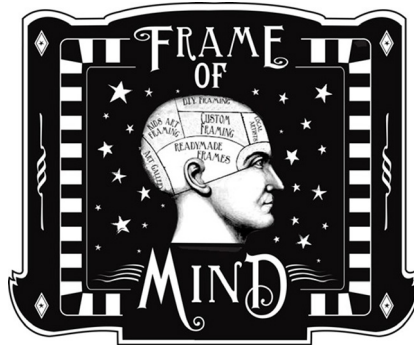
## New Member Spotlight

### Frame of Mind: Missoula's DIY Frame Studio

**F**rame of Mind offers a unique framing experience to the Missoula community. Owner Amy Doty doesn't just put a frame on artwork; she uses her business to expand the artwork into the matting and the frame.

Doty is a Missoula native who got her inspiration for DIY framing at the Northwest College of Art in Portland before moving back to Montana. The DIY framing services offered at Frame of Mind are a great way to save money on framing. Frame of Mind cuts all the mats and helps the customer through the process of putting the art and frame together and the customer walks away with a discount on framing, a beautifully framed piece of art, and a new skill! Customers can also have Frame of Mind frame their whole order or select from ready-made frames and mats.

In addition to framing services, Frame of Mind also offers a variety of art classes for children and will soon host Framing Parties where



a group can each bring in a small photo or piece of art and learn how to design and frame the piece step-by-step. Wine and Pallet Classes are another fun way to spend an evening with friends at Frame of Mind. Bring a couple of bottles and your artistic skills to be led through the steps of creating your own work of art by a rotating local artist.

Frame of Mind is excited to get the word out about its business and become part of the Downtown community through its MDA membership. They offer framing discounts to businesses, artists, and folks who want to frame their children's art. Frame of Mind also offers bonus discounts for MDA members! For more information, visit Frame of Mind at 1706 Brooks Street, call 406.549.8589, or check out their website at [frameofmindmt.com](http://frameofmindmt.com).

## Holiday Window Decorating Contest Winners

**C**ongratulations to the winners of the 2015 Downtown Holiday Window Decorating Contest! After tallying the votes from the online voting and collecting ballots from 14 participating businesses, the winners for each category are as follows:

- **Most Festive:** Rocky Mountain School of Photography
- **Best Use of Small Space:** Noteworthy Paper & Press
- **Kid's Choice:** Uptown Optical
- **Most Elegant:** e3 Convergence Gallery
- **Best Overall:** Fact & Fiction (pictured right)



## Thank You to All Who Participated in the Parade of Lights!

With nearly 4,000 attendees, 24 floats in the parade, and 25 participating businesses hosting childrens activities, this year was a huge success thanks to YOU!

## Welcome New Members!

### The Confident Stitch

Kate McIvor  
139 W. Front St.  
(406) 540-4068

[kate@theconfidentstitch.com](mailto:kate@theconfidentstitch.com)  
[www.theconfidentstitch.com](http://www.theconfidentstitch.com)

### Deep Tissue Massage Group

Camarin Metcalf  
725 W. Alder Street Suite 20  
(406) 493-1115  
[camarinmetcalf@msn.com](mailto:camarinmetcalf@msn.com)  
[deeptissuemassagegroup.com](http://deeptissuemassagegroup.com)

### Frame of Mind

Amy Doty  
1706 Brooks St.  
(406) 549-8589  
[amdoty@frameofmindmt.com](mailto:amdoty@frameofmindmt.com)  
[www.frameofmindmt.com](http://www.frameofmindmt.com)

### Holland Lake Lodge

Christian Wohlfeil  
1347 Holland Lake Rd  
Swan Valley, MT 59826  
(406) 754-2282  
[christian@hollandlakelodge.com](mailto:christian@hollandlakelodge.com)  
[www.hollandlakelodge.com](http://www.hollandlakelodge.com)

### Missoula Wine Merchants

Doug Ness  
311 N. Higgins Ave.  
(406) 926-1911  
[doug@missoulawine.com](mailto:doug@missoulawine.com)  
[www.missoulawine.com](http://www.missoulawine.com)

### Retrofix Gaming

833 S. Higgins Ave.  
(406) 926-6911  
[admin@retrofixgaming.com](mailto:admin@retrofixgaming.com)  
[missoula.retrofixgaming.com](http://missoula.retrofixgaming.com)



## BID Offering Winter Snow Removal Services

**T**he BID maintenance vehicles have been outfitted for winter! With both the Downtown truck and Kubota equipped with plows, the BID maintenance team can plow almost any sidewalk, alley, or parking lot.

Contact Daniel Tulk, BID Maintenance Manager, at 406.370.7540 for a preliminary assessment of your plowing needs and a quote. Pricing starts at \$45 per hour.



218 E Main St, Suite C  
Missoula, MT 59802  
Ph: 406.543.4238  
MissoulaDowntown.com



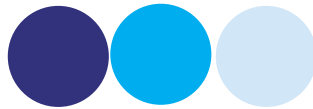
**Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community**

## Downtown Bags & Calendars Now Available!

**M**issoula Downtown bags and calendars are a great way to start your year Downtown style! Sport a Downtown bag while shopping at your favorite local businesses and use a Downtown calendar to plan the year ahead. Featuring beautiful photos of Missoula from local photographers, the Downtown calendar also includes dates for major Downtown events.

Pick up a bag or calendar at the Downtown Missoula Partnership office at 218 East Main Street. Bags are \$5 each and calendars are one for \$15 or two for \$25.

Interested in selling Downtown bags at your place of business? Contact Kristen Sackett at 406.543.4238 or [kristen@missouladowntown.com](mailto:kristen@missouladowntown.com) for more information.



## Shout Outs

**The Missoula Art Museum's 44th Benefit Art Auction Exhibition opens Jan. 8 at 5pm.** Think outside the box and dress to the nines for this year's theme, Out of the Box. Featured artists include seasoned veterans as well as some new names to the auction roster. Please purchase tickets today to reserve your seat at this sell-out event. To purchase tickets, contact Alison Dillon at [Alison@missoulaartmuseum.org](mailto:Alison@missoulaartmuseum.org) or 406.728-0447.

**The Vienna International Ballet Experience (VIBE), hosted by Rocky Mountain Ballet Theatre and Destination Missoula is Jan. 12 - 16.** This will be the first time the Vienna competition will be held in the United States. With up to 400 children and adult participants, this competition serves as an introduction to an international career and will be an auspicious occasion to promote cultural exchange and mutual understanding among participating candidates, the audience, and the Montana community. Tickets to watch the contest and to participate in all festival events will be available to the public through Destination Missoula. For more information, visit [destination-missoula.org](http://destination-missoula.org).

**Save the Date for Winter Brew Fest Friday, Feb. 19!** Join the Downtown community for some brews at Caras Park. For more information, visit [missouladowntown.com](http://missouladowntown.com) or call 406.543.4238.

*Please submit member shout outs by the 18th of each month to [info@missouladowntown.com](mailto:info@missouladowntown.com)*



# COMMUNITY = UNITE

**Join Us Wednesday,  
February 10, 2016**

**5:00 pm - 8:00 pm**

**Kettle House  
Northside Taproom**

**Missoula Downtown Foundation**

A portion of each pint sold will go to the Missoula Downtown Foundation

