



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

Mountain Line Zero-Fare for 2015

Starting January of 2015, Mountain Line will launch a three year Zero-fare demonstration project. Providing Zero-fare bus service is virtually certain to result in significant community wide benefits no matter where it is implemented. Research



from the 39 communities with zero-fare systems indicates that ridership will increase between 20% and 60% in a matter of just a few years, and even more in some areas. More folks taking public transportation is good for our community because it reduces traffic congestion, stimulates economic growth downtown and throughout Missoula, as well as improves our air quality and public health. In Missoula, Zero-fare along

with Mountain Line's new Late Evening and 15 minute Bolt! service on routes 1 & 2, means we expect about a 45% increase in Mountain Line ridership over the next three years benefiting us all. Funding for Mountain Line's three year Zero-

fare demonstration project is provided by 14 community partners, including the MDA. In Missoula, we are incredibly fortunate to have organizations that are dedicated to making our community a better place for all of us which benefits us all. For more information on Zero-fare please go to www.mountain-line.com/your-future-mountain-line/zero-fare/

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

New Year's Resolution #1: Learn how to play Poker

Have you ever wanted to learn to play poker and either haven't made it a priority or felt intimidated by the whole casino poker table scene? Here's your chance to learn in a beginner-friendly and fun environment. The Missoula Downtown Foundation is offering free poker lessons during the months of January and February and is hosting a Texas Hold'em Poker Tournament in March. Bring a friend, have a ladies night out, make a fun date night, or come by yourself.

Register on line at missouladowntown.com/poker.

FREE Poker Lessons
Oct. 25, 6:30pm, Granger's Poker Palace
Nov. 16, 2-4pm, Hell Gate Elks Lodge 383
Jan. 25, 2-4pm, Hell Gate Elks Lodge 383
Feb. 22, 2-4pm, Montgomery Distillery
Sign up: missouladowntown.com/poker

The Tourney
Sunday, March 22, 2015
Poker Tournament @ 1pm
Hell Gate Elks Lodge 383
missouladowntown.com/poker

MDA to ratify new Board Members, Officers Annual Dinner, Jan 29

The Missoula Downtown Association will put forth four candidates for service to the Board of Directors at the annual MDA Membership Meeting & Awards Dinner on Thursday, Jan. 29 from 5-8 pm at the Doubletree Hotel. All members are encouraged to attend, as the new board members and officers will be ratified by the members present at the annual meeting. The Board of Directors has unanimously approved the following individuals for service:



Trent Baker: With emphases in business and real estate law and litigation, Trent Baker is an attorney and shareholder at

Datsopoulos, MacDonald and Lind. A native of Pocatello, Idaho, he earned a B.A. in Journalism from the University of Utah in 1993 and then moved to the Garden City shortly thereafter. Baker is a 2001 double graduate of the University of Montana, earning both an M.S. in Environmental Studies and a J.D. from the UM Law School. A downtown employee for 11 years, Trent and his wife, Kimberly, have two daughters Elise (age 13) and Lucia (age 11). Baker was integral in the development of Brennan's Wave, and he serves on the Board of Directors for both the Clark Fork Coalition and HomeWORD. An avid biker, skier and boater, Baker appreciates Downtown Missoula's shopping, dining and entertainment and wants to attract and maintain a broad spectrum of quality businesses to the heart of Missoula.



Emily Costello: Having served on the Roots Fest Committee since 2009 and the Downtown ToNight Committee for the last two years, Emily Costello has agreed to increase her service to MDA as a board member. A loan officer for Treasure State Bank, Costello

has been a Missoula resident for 10 years. A native of Marion, Kansas, she has a B.S. in Business Marketing & Accounting from Emporia State University. Costello is the consummate community volunteer, serving as PEO Chapter President, American Cancer Society Relay for Life Chair, and volunteering for the Boys & Girls Club, Missoula Medical Aid, Special Olympics, Run Wild Missoula, Celtic Fest, Sunday Streets, Adopt A Highway, and the Big Sky Documentary Film Festival. She has a wide variety of hobbies, including hiking, biking, reading, skiing, snowshoeing, floating, listening to live music and spending time in the great outdoors, all with her long-standing boyfriend Dax Kannady. She loves the sense of community and sense of pride that happens throughout Downtown as shown by the flower baskets, window displays and businesses. She is most interested in maintaining the quality of free, family-friendly events that offer culture and entertainment for all.



Shane Stack: A native of Whitehall, Mont., Shane Stack has lived and worked in Missoula for 18 years, all as a preconstruction engineer with the Missoula office of the Montana Department of Transportation. He has been attending MDA board meetings since last spring and will be ratified as an ex officio (non-voting) board member. Stack earned a civil engineering degree from Montana State University in 1996 and immediately moved to Missoula. He loves the atmosphere of Downtown Missoula, and specifically enjoys Caras Park events, surfing on Brennan's Wave, and having lunch at Worden's Market. He is most interested in how downtown develops its transportation network over time. An avid runner and cyclist, Stack notes finishing the Missoula Marathon as another favorite

of Downtown Missoula. Stack is a member of Team Stampede and serves on the Missoula Airport Authority Board of Directors. He and his wife, Shanna, are triathletes and enjoy flying.



Chad Strickland: As General Manager of Liquid Planet at 223 North Higgins for the last four years, Chad Strickland served on the Advocacy and Downtown ToNight committees in 2014. Originally from Columbus, Miss., Strickland has lived in Montana for 14 years, the last five of those in Missoula. He has a B.S. in Hotel and Restaurant Management from Central Florida University, interned at Disney World, and served his country as a member of the 82nd Airborne Division of the U.S. Army. Chad is married to Amber, and they have two daughters: Serene (8) and Sawyer (6), both students at Hellgate Elementary. Strickland's favorite things about Downtown Missoula are the people, the culture and the variety of live music performances. He is most concerned about aggressive panhandling.

In addition to adding these individuals to the board, the following will step into officer positions upon ratification by the general membership:

Heidi Starrett, Missoula Independent, *President*

Aimee McQuilkin, Betty's Divine, *VP Advocacy*

Matt Ellis, Missoula Osprey, *VP Master Plan*

Mario Schulzke, University of Montana, *VP Marketing & Events*

Julie McFarland, AAA of Montana, *VP Membership*

Rick Eneas, Montana CDC, *Treasurer*

Past President TBA

CONNECTING OUR
COMMUNITY

Public Hearing on Sidewalk Signs Jan 12 Downtown Business Owners Encouraged to Testify

The Missoula City Council has set the public hearing for January 12, 2015 on the proposed amendments to the zoning ordinance that address business signs in Downtown Missoula. The hearing will take place at 7 pm at Council Chambers (140 W. Pine), and Downtown business owners are needed to share their thoughts at that hearing.

The proposed amendments will establish an exception to the regulations within the Business Improvement District (BID) to increase the number of sidewalk signs for each business from one to two, allowing one of the signs to be placed within three blocks of the building where the business is located up until the time the pedestrian layer of the Missoula Wayfinding System is implemented. At that point, businesses will be required to return to a single sidewalk sign.

Council members are interested in understanding the value and the impact of placing a second sign off-premise, and some have expressed concerns about sidewalk clutter and pedestrian impediments. With the goal of expanding the downtown retail sector east and west,

many business owners have shared their thoughts on how placing a second sign on Higgins increases pedestrian exposure and business.

Wayfinding in Downtown Missoula will consist of a vehicle layer, a pedestrian layer, and nine information kiosks strategically placed throughout town. Generic language such as "Shopping & Dining" and "Arts & Entertainment" will be used on signs placed strategically to help direct folks to off-Higgins locations. The system will also incorporate a Downtown Business Directory on two or three of the kiosks to help visitors and residents better understand all Downtown has to offer in the realm of shopping, dining, arts and entertainment. The downtown portion of the system is expected to cost approximately \$775,000, and downtown leadership is seeking funding for implementation.

Interested stakeholders are encouraged to attend at the January 12 Public Hearing on Signs. For more information, contact Linda McCarthy (linda@missouladowntown.com) or City Planner Jen Gress (jgress@ci.missoula.mt.us).

GHG Merges with National Accounting Firm Wipfli

Downtown Missoula's accounting firm Galusha, Higgins & Galusha, PC (GHG) has merged with Wipfli, LLP (Wipfli) and is proud to join forces with a firm of similar culture and service philosophy.

The merger means nearly 140 GHG professionals, including 22 partners, have joined Wipfli. Founded in Missoula in 1919, GHG is one of the region's largest, privately-owned accounting firms with seven full-service offices in Montana and Idaho and multiple day-offices throughout Montana.

Headquartered in Milwaukee, Wisc., Wipfli has more than 1,200 associates in 22 offices across the United States and is among the Top 25

accounting and business consulting firms in the nation. For more than 85 years, Wipfli has provided private and publicly held companies with industry-focused assurance, accounting, tax and consulting services to help clients overcome their business challenges today and plan for tomorrow. Through the firm's membership in PKF North America, Wipfli can draw upon the resources of approximately 300 firms in 125 countries worldwide.

The combined firm will have approximately 1,400 associates, 170 partners, and 31 office locations. For more information on the merger, please contact Wayne Hiett via phone (728-1800) or email (wayneh@ghg-cpa.com).

Welcome New Members!

Bathing Beauties

Katie Ghen Simpson
501 S Higgins
katieghensimpson@gmail.com

Garage Tees

Aaron Farseth
725 W Alder, Suite 9
544-8718
garagets@gmail.com

Rocky Mountain Ballet Theater

Charlene Campbell
2704 Brooks, Suite 2
549-5155
rmbts@aol.com

Trapper Peak Coffee Co

Jeff Wright
301 E Main
549-7765
jeff@trapperpeakventures.com

MDA Committee Meetings

Advocacy

Tuesday, January 13
4-5 pm Downtown Partnership Office

Master Plan

Thursday, January 15
12-2 pm at 140 West Pine

Membership

Thursday, January 15
4-5 pm Downtown Partnership Office

Big Thanks to the Parade of Lights Children's Activity Hosts!





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

www.missouladowntown.com

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Congrats Holiday Window Decoration Winners!

The MDA congratulates Noteworthy Paper and Press for being voted "Best Overall" in the Holiday Window Decoration Competition. Thank you to all who participated during the holidays! Twenty one businesses showed amazing holiday spirit with their window displays.



Congrats to winners of the other categories: The Artists' Shop, Rocky Mountain School of Photography, A&E Architects, Fact and Fiction Bookstore, and Bhavana.

BID Expands Snow Removal

The multi-use Downtown vehicle (DTV) developed by the Downtown Missoula Partnership is well equipped to handle most any snow removal needs with its heavy grade snow plow and narrow track. This means the BID's snow removal service will be expanded, offering both full-sized snow removal service and still maintaining the iconic Kubota's mini-plow for those hard-to-reach areas.

Call BID Maintenance Manager, Daniel Tulk, to set up service: 406-370-7540. Starts at \$45/hr.



Shout Outs

Project Homeless Connect is a one-day, one-stop service event for people who are homeless or at-risk of becoming homeless. More than 75 service providers will be on hand to provide approximately 400 clients with tangible services throughout the day. We need your help to make this community event a success! A variety of volunteer opportunities and shifts are available. Please click on the link below to register for a volunteer shift and an orientation session. Feel free to contact volunteer coordinators Linzie(lnorman@missoulahousing.org) or Jolene(jolene@micmt.org) with any questions regarding volunteer positions.

Children's Museum Missoula will host their annual Ice Cream for Breakfast event on Sunday, February 1 from 9 to 11am at the Wilma Theatre. This community event is free and open to the public. Families can enjoy a breakfast bar complete with waffles, bacon, ice cream and a delicious selection of sundae toppings. Entertainment will also be available and guests can purchase signature Ice Cream for Breakfast t-shirts. More information about this exciting event can be found on Children's Museum Missoula's website, www.childrensmuseummissoula.org, or by calling 406.541.7529.

CONNECTING OUR
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JANUARY 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
			First Night Missoula		First Friday Gallery Night	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
		MDA Luncheon				
18	19	20	21	22	23	24
	Martin Luther King, Jr. Day		Coffee Talk			
25	26	27	28	29	30	31
MDF Free Poker Lesson	UM Spring Semester Begins			MDA Awards Banquet		

FEBRUARY 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5	6 Big Sky Documentary Film Festival Begins First Friday Gallery Night	7 MAM Benefit Art Auction
8	9	10 MDA Luncheon	11	12 Lincoln's Birthday	13	14 Valentine's Day
15	16 Big Sky Documentary Film Festival Closes President's Day	17	18 Coffee Talk	19	20	21
22 MDF Free Poker Lesson	23	24 Downtown on Tap	25	26	27 	28



Member Socials **40 Years** January 2015 **CONNECTING OUR COMMUNITY**

Membership Luncheon

Tuesday, January 13 from 11:30am to 1pm. The Top Hat (134 W. Front)



The Top Hat

Gita Saedi Kiely from the Big Sky Documentary Film Festival will be making a special appearance at this unique January edition of the MDA membership luncheon at the Top Hat. She will share the BSDFF trailer for the festival and talk about the highlights and events to look out for. Stop in for lunch and check out what to expect at the 12th Annual Big Sky Documentary Film Festival, slated for February 6-16, 2015. Lunch is \$12/pp. **Please RSVP by Friday, January 9 at 5pm to www.missouladowntown.com/rsvp.**

Coffee Talk

Wednesday, January 21 from 8-9am. Territorial-Landworks (1817 South Ave. W., Ste. A)



Territorial-Landworks, INC.

Step out of Downtown to visit our friends in midtown! Join the folks at Territorial-Landworks as they host their fellow Missoula Downtown Association members for coffee and breakfast treats. Territorial-Landworks, Inc., is a civil engineering, land survey, and land use consulting company. They got their start right here in Missoula, but have since expanded to add offices in both Billings and Siney, MT. Spend some time mingling in the New Year while you check out the former Vann's building near the mall they purchased and created in to their new headquarters just over a year ago!

Annual Awards Banquet

Thursday, January 29 from 5-8pm – DoubleTree Hotel (100 Madison)



“The more that you read, the more things you will know. The more that you learn, the more places you will go.” – Dr. Seuss
Join us for this year's Dr. Seuss-themed Annual Awards Banquet at the DoubleTree featuring many special guests! Keep an eye out for a formal invitation to follow in the mail.
Never been to an MDA Annual Awards Banquet? “If you never did, you should. These things are fun and fun is good.” – Dr. Seuss

RSVP Online at missouladowntown.com/annualawards

Missoula Downtown Association

Annual Awards Program

2014 Nomination Form

This year, five awards will be awarded at the MDA Annual Dinner to recognize the accomplishments of businesses and individuals who contribute to the quality of Downtown Missoula. Please nominate those you feel make downtown a better place for everyone!

Nominations are due by January 16, 2015 to the MDA office or online.

2014 AWARDS

Downtowner of the Year

One of Missoula's most prestigious honors, the ***Downtowner of the Year*** is awarded to an individual who has made Downtown Missoula a better place by his/her unselfish and extraordinary efforts, activities or contributions. This person must be a business owner, manager, employee, staff member or professional member affiliated with the Missoula Downtown Association.

Downtown Business of the Year

Introduced in 2014, the ***Downtown Business of the Year*** recognizes a remarkable business who is devoted to downtown Missoula and the business district. This business must be a member affiliated with the Missoula Downtown Association.

Downtown Employee of the Year

The ***Downtown Employee of the Year*** is awarded to an exceptional employee or an employee providing outstanding customer service. This person must be a business owner, manager or employee affiliated with the Missoula Downtown Association.

Committee Member of the Year

The ***Committee Member of the Year*** award recognizes the dedicated efforts of an individual who goes above and beyond the call of duty to produce an MDA event or serves as a leader on an MDA standing committee. This person must be a business owner, manager, employee, staff member or professional member affiliated with the Missoula Downtown Association.

Board Member of the Year

The ***Board Member of the Year*** award honors an MDA Board Member for his/her engaged, enthusiastic and dedicated stewardship and active leadership in Downtown Missoula and the Missoula Downtown Association. This person must be a Board Member of the Missoula Downtown Association.



Missoula Downtown Association

Annual Awards Program

2014 Nomination Form

**Nominations can be submitted via email to
jenny@missouladowntown.com**

or

online at missouladowntown.com

Please include the following information in your nomination email:

2014 AWARD

Subject: Annual Awards Nomination

Message:

Nominee: _____

Business: _____

Address: _____

Award nominated for: _____

In your own words, please describe why you believe this nominee should be recognized. Please include activities, contributions, visibility, etc.

AWARDS INCLUDE:

Downtowner of the Year
Downtown Business of the Year
Downtown Employee of the Year
Committee Member of the Year
Board Member of the Year



**Nominations are due in the MDA office or online
by January 16, 2015.**