President’s Message by Todd Frank
The Trail Head
tfrank@trailheadmontana.net

January 2014 – another year is in the history books. I was politely told upon submitting what I thought was my last president’s message for December that, in fact, I still owed January since the incoming president of the MDA would not take office until well past when this article was due. I guess that could be a metaphor for my year at the helm (you’re not done yet). My goal this year was to engage the membership and complete a number of projects that the MDA had started. What I realized after a year as president is that the job is a process job. In fact, my take-away word of the year is ‘process.’

Everything we do at the MDA has a process. Developed over the years, these processes make what we do have more credibility. The completed projects generally become lasting additions to the downtown community. Whether it is Caras Park fundraising, working on the Master Plan implementation, or the more physical tasks of putting on community events like the River City Roots Festival. The MDA has thrived since 1975 because we are willing to tackle big projects with a process that has a target completion. The problem is things like improving the downtown for businesses, consumers and citizens are not a project; the project is really the process.

Having just testified for my 4th or 5th time in front of City Council to talk about the process of making

(1)MSA Staff
Todd Frank........................................The Trail Head
Past President
John Horner...............................First Interstate Bank
Vice President of Advocacy
Brent Campbell..............................WGM Group
Vice President of Marketing & Events
Heidi Starrett..............................Computer Central
Vice President of Master Plan Implementation
Matt Ellis...............................Missoula Osprey/Uptown Diner
Vice President of Membership
Kim Klages-Johns............................MSO Hub
Treasurer
Rick Eneas...................................Galusha, Higgins & Galusha
Larry Brehm....................................O2 Architects
Lynda Brown.................................HR Consultant
Anders Brooker.............................Runner’s Edge
Dan Cederberg..............................Cederberg Law Offices, P.C.
Wade Herbert..............................Black Knight Security
Julie McFarland............................State Farm
Scott MacIntyre.........................Badlander/Access ATM
Aimee McQuilkin........................Betty's Divine
Brooke Redpath.............................Missoulian
Mario Schulzke..............................University of Montana
Harry Watkins..............................Zip Beverage
Kent Watson...............................Kent Watson & Associates
Ex Officio Members
Elen Buchanan.............................MRA
Anne Guest...............................Missoula Parking Commission
Michael Tree..............................Mountain Line

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

THE DOWNTOWN MISSOULA PARTNERSHIP
Sharing Resources to Strengthen Service

As we move into 2014, you will see a new downtown entity come into place, as the Missoula Downtown Association, the Downtown Business Improvement District of Missoula, and the Missoula Downtown Foundation strengthen their partnership for the betterment of Downtown. All three organizations have agreed to formalize the Downtown Missoula Partnership as a unified entity to staff all three organizations so as to streamline resources and communications, share roles and responsibilities and create a more unified presence for all downtown stakeholders.

From the functionality perspective, all planning, projects, and programs will essentially remain the same, and each of the three organizations will retain their missions, functions, identities, board of directors, budgets and work plans. The MDA’s primary focuses will remain advocacy, marketing and events, membership development and benefits, street décor and implementation of the Downtown Master Plan. The BID’s primary focus is clean, safe and economically viable, and the Downtown Foundation’s primary goals are increasing the financial resources for projects and programs throughout Downtown.

As employees of the Downtown Missoula Partnership, staff members of both the MDA and the BID will continue to serve both entities, as well as staff the Missoula Downtown Foundation. The Partnership will strengthen collaboration, streamline tasks and improve (Partnership cont. page 2)
Welcome New Members!

Mizz Pattee Guest Cottage Vacation Rental
Jill Herrick
524 N. Pattee
529-1585
jherrick@ghi.net

Northwest Collectors
Paul Heihn
PO Box 2898
541-3993
paul@nwcollectors.com

TeraDact Solutions, Inc.
Chris Schrichte
101 E. Front
671-7462
cschrichte@teradact.com

City of Missoula Provides Downtown Police Officer Year-Round

Good news for downtown came in late December that Andy Roy, Dedicated Downtown Police Officer since April 2013, will now patrol the Business Improvement District twelve months per year. This is an extension from nine months per year. This increase in services comes at a time when more stringent limits will be placed on the pedestrian interference and aggressive solicitation ordinances. Andy Roy will play a large role in educating Missoula’s downtown population on the parameters of these changes to the ordinances, making for a smoother transition to March 17, when citations may begin.

The Dedicated Downtown Police Officer program began in 2010 as an effort to reduce poor behavior in the downtown environment during the months our city sees most transient traffic. Downtown Ambassadors have enjoyed the extra assistance and noticed a reduction in problematic behavior across the years. 2013, however, was an especially difficult year, with increased transient traffic attending the Rainbow Gathering in Western Montana. Officer Roy has been extremely helpful in mitigating inappropriate behavior as the Downtown Police Officer, while educating the public, responding to the needs of downtown business owners and reporting activity to the BID staff and board. Weekly reports of his work can be found on the MDA website at http://www.missouladowntown.com/about/downtown-ambassadors/.

MIZSOULA Downtown
CONNECTING OUR COMMUNITY
Downtown Spotlight

e3 Convergence Gallery
229 W Main Street
830-3168

After eight years of vacancy, the building formerly known as the Downtown Bakery has a new tenant. Convergence Ministries revived this space at November’s First Friday by opening e3 Convergence Gallery. The Gallery is home to local artwork and hosts monthly art shows on First Fridays in the hopes of better connecting their ministries to the art world and the community at large.

Pastor Bill Center sees art as a language that fosters discussion, and he had the itch to integrate the arts with his church’s teachings. A friend told him about a church in Kentucky that had opened a gallery, and Bill was inspired to do something similar in Missoula. Artists in the Convergence faith community found it too difficult to find First Friday gallery space, so opening a dedicated gallery seemed like the best option.

e3 Convergence Gallery aims to support up-and-coming artists while also supporting their local community. Proceeds from art sold in the Gallery go toward a different Missoula nonprofit each month, like Teen Challenge Outreach Montana or Watson’s Children’s Center. Anyone is able to suggest a nonprofit beneficiary at the Gallery’s website: e3convergencegallery.com.

Convergence Ministries looks forward to welcoming more art walk-goers on First Fridays. The public is also welcome to visit the gallery, hang out, and enjoy free Black Coffee Roasting Co. beverages during open hours: 11am-6pm Wednesday through Saturday. Worship is also held at e3 on Sunday evenings at 6:30pm. All are invited to this month’s First Friday art show on January 3rd, when there will be live music and live painting.

MDA Committee Meetings

Advocacy
Tuesday, January 14
4-5 pm MDA Office

Master Plan Implementation Team
Thursday, January 16
12-2 pm at 140 West Pine

Membership
Thursday, January 16
4-5 pm MDA Office

Marketing Committee
Wednesday, January 22
10-11am MDA Office

MDA Presents Two Individuals for Board Service

At the MDA’s annual membership awards dinner on January 29, two individuals will be presented to the general membership for ratification as representatives to the Board of Directors. Melanie Brock and Mario Schulzke have accepted the invitation to serve and have been confirmed by the full board. They have agreed to serve the members of this organization by donating time, talent and resources to the MDA’s mission, goals, work plan and more.

Mario Schulzke has been UM’s assistant vice president for marketing since January 2013. He is also the founder of IdeaMensch, a community of entrepreneurs who share stories of bringing their ideas to life. He is an Ironman triathlete and a 2002 UM business graduate. Mario has served on the MDA board since March 2013 and looks to be officially ratified this month.

Melanie Brock is the Director of Strategic Initiatives for the Missoula Economic Partnership. She served the MDA for 8 months in 2013 as the Acting Executive Director while Linda McCarthy was on sabbatical in New Zealand. Melanie’s success in that position and passion for downtown make her a great candidate for the MDA Board. Brock has an M.A. degree in Political Science from The University of Montana and recently worked on Mayor Engen’s campaign for re-election and served as the Director of Finance for the Friends of Steve Bullock.

Rolling off the board this year is Harry Watkins, owner of Zip Bever-

Gift Card Tips

After selling 3,000 gift cards over the holiday season, we expect many of our participating merchants to see an increase in gift card redemption starting this month. Here are a few reminders to those merchants who participate in the gift card program:

- Gift cards must be run as a credit card, not as a gift card. Our gift cards are actually a MasterCard and stores will be compensated for accepting the gift card as if they had accepted a credit card.
- If a card is run for more than the balance left on the card, it will automatically decline. It is important to update the balance on the back of the card each time it is used. Balances can be checked over the phone at (800)755-0085 or online at www.getmybalance.com.
- Gift cards cannot be used for gratuities.
How is the MDA Connecting our Community in January?

Advocacy
Working on sidewalk sign options, and assessing Russell Street design.

Marketing
Developing 2014 marketing plan to include comprehensive online and social media strategies.

Master Plan
Working on the retail and housing strategies, assessing need for zoning changes, preparing for MDT’s report on Higgins & Madison Bridges.

Membership
New member recruitment and planning the Annual Awards Banquet.

Events
Planning Winter BrewFest - Mark your calendars for Friday, Feb. 21!

15 Years of Eclipse Engineering! Please join Eclipse Engineering, Inc. in celebrating 15 years serving the Missoula Community. Stop by for their open house on Friday, Jan. 24th from 5-7 pm at their new location at 113 West Main Street. Drinks and snacks will be provided.

Congratulations to MDA Board Member Matt Ellis, who was appointed to the Montana Tourism Advisory Council as a representative of the Glacier Country Region. Ellis is the General Manager of the Missoula Osprey Professional Baseball Team, and he and his family own the MSO Hub and the Uptown Diner. Ellis has served on the Board of Directors for the Missoula Downtown Association since 2002 and was recently appointed to the Missoula Parking Commission Board of Directors.

Celebrate MLK Day at Caras Park! On Monday, Jan. 20, rally to Caras Park at 5pm for Youth Voices: Speaking Up and Speaking Out. Create a sign and listen to remarks from Vance Home Gun, Trail Bundy, and others. A musical performance will proceed with a March for Youth Voices to St. Paul Lutheran Church, where a Community Celebration will begin at 6pm.

Board Openings with the City. The City of Missoula is looking for community-minded individuals to serve on the Board of Adjustment, the Design Review Board, the Missoula Housing Authority Board and the Missoula Civic Television Advisory Commission (MCAT). More information and applications can be found online at: http://www.ci.missoula.mt.us.