

June 2017

- Play It Missoula!
- OTL & DTTN Return
- Mindfulness Coaching Works
- Important Downtown Numbers



**President's Column
by Anders Brooker**
Runner's Edge
anders@runnersedgemt.com

I am not one to recommend books, and, if I am being honest, the most of the reading I do is via email. I enjoy learning ways to be become a better business owner, a better leader, and a better coach. But for me to sit and read a book from cover to cover is rare and happens maybe when traveling. The last book I read was "The Obstacle Is the Way". Surprisingly, not only was I happy to recommend it, I ended up ordering four additional copies from Fact & Fiction. These copies were handed out to a few of my athletes who were struggling with the ups and downs of being an athlete. Unlike most books on leadership, business, or self-betterment, this book leaves you with some takeaways that are tangible and easy to adapt to everyday life. Check out if you haven't had the chance.

There are a lot of great messages in this book but the one that comes to my mind in regards to summer in Downtown Missoula is that it is necessary to accept that which we cannot change.

The author, Ryan Holiday, says, "the key to successful action is making the distinction between what you control and what you do not control. Indeed, ancient Greek philosopher Epictetus says that this is our chief task in life. Separating the two is essential for being effective – when you eliminate worrying about, thinking about, scheming about the things outside of your control (others people's opinion, the weather, the market), it frees you up to focus 100% on what you do control (your actions, your emo-

tions, your responses)".

Summer is coming and we are ready for it to be here. I've heard people say they are not ready for the other three seasons, but they've never said this about summer. It seems to me there is usually a consensus that we are "ready for summer". As business owners, though, are we truly ready for this season? Over the last few months I have heard reasonable concerns about parking, on-going construction, the rise in transients, increased business competition, employee retention, and so on. Some of these are on-going issues for our Downtown while some are related to this warmer season.

As business owners, it's easy to let these issues consume our thoughts and it get in the way of progress. So what do we do? I am not saying we sit back and not try to change these things; some need real attention. What I am saying is we need to focus on the problems we can solve and use them to help our Downtown grow.

We are always going to have obstacles as a community; every town does. As we go into what I hope is a busy season for your business, I challenge you to write down three obstacles you find downtown. Look at those obstacles and see if you can find a way to make yourself, your business, or our Downtown better. I am a true believer challenges and obstacles make you stronger. I am going to look for a few this next month and see what I can use to become better. I hope you will try the same. ■

It's Summer in Missoula!



MissoulaDowntown.com

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Out to Lunch and Downtown Tonight Start This Month!

After five months of planning and preparation, the Missoula Downtown Association (MDA) will launch the 17th annual Downtown ToNight Summer Series on Thursday, June 1 and the 32nd annual Out to Lunch Summer Series on Wednesday, June 7. These free summer outdoor concerts events take place every week in June, July and August in Caras Park in the heart of Downtown Missoula.

The Out to Lunch Summer Series was started in 1986 and is the longest-standing outdoor food and music event in Montana. Each Wednesday from 11 am to 2 pm, folks can enjoy live music free of charge and/or purchase lunch from one of 23 food trucks and vendors in the park.

The Downtown ToNight Summer Series was created in 2001 and modeled after the very successful Out to Lunch program. Every Thursday after work from 5:30-8:30 pm, Missoula families and their guests enjoy adult beverages, food trucks, live music and children's playtime in Caras Park.

New food trucks and vendors will be joining the fun, bringing interesting and dynamic food choices to the mix. Of course many of Missoula's beloved favorites will also be serving up a wide variety of excellent foods for both programs.

Drawing close to 80,000 attendees over the course of the summer, Out to Lunch and Downtown ToNight are funded entirely by Missoula-area businesses or organizations that purchase sponsorships, as well as vending fees. Nearly 70 businesses and organizations are supporting the programs this year.

Thank you to all who make these programs possible and successful! Visit www.missouladowntown.com for the full schedule and pick up your handbills at the Downtown Missoula Partnership office at 218 E. Main Street.



The Missoula Downtown Foundation's 'Play It Missoula!' Pianos Coming Back in June

The return of summer also means the return of pianos to Downtown for the enjoyment of all!

On Friday, June 2nd, three painted pianos designed by local artists will debut as part of First Friday Gallery Night festivities. Thousands of Missoulians and visitors – including Leonardo DiCaprio – have played the ivory keys, bringing beautiful music and community connections to Downtown. The pianos will be located near Worden's Market & Deli, the Mountain Line Transfer Center and on the Hip Strip.

Three more pianos will be painted during the month of June and will be ready to play later in the summer. You can watch the progress of the artists as they paint these unique canvases. The three "in progress" pianos will be located at the following locations: E3 Convergence Gallery, University Center (Lobby), and Zootown Arts Community.

For more information about this program, contact the foundation's Director of Giving, Karen Snow at 543-4238 or karen@missouladowntown.com.

First Night Missoula Artist Applications Due June 30

First Night Missoula is a community wide celebration of the arts.

Now in its 23rd year, the festival spans roughly 30 venues across Missoula happening from noon to midnight on New Year's Eve. With over 80 performances and activities each year, the festival is packed with artists, musicians, dancers and plenty of family friendly fun.

Artists of all disciplines are encouraged to apply to be a part of First Night Missoula. Traditionally the nature of the festival has lent itself to more performative arts, however in recent years audiences have been very responsive to visual art

activities and workshops.

This year the festival will take place on Sunday, December 31, 2017 between noon and midnight. First Night provides venues, technical support, and general advertising. If you, your organization, or your band are interested in participating fill out the application at www.artsmissoula.org/first-night by June 30. Artists are chosen by an independent selection committee composed of artists, community members, and Arts Missoula staff. Applicants will be notified regarding selection in mid to late August ■

Life's Twists and Turns Lead One Woman to Missoula and Her Passion

New Member Spotlight
By Bob McGowan

Rocky Mountain School of Photography

Geraldine Carter founded Mindfulness Coaching Works three years ago with the firm belief that her own experience in the proverbial "school of hard knocks" uniquely qualifies her to assist other business owners and entrepreneurs focus their energies toward achieving larger goals.

Having earned her degree in Environmental Engineering at Cornell University, and after a decade of living a nomadic lifestyle out of a rolling duffle bag traveling the world working for a high-end bike touring company, she pined to plant roots somewhere that spoke to her love of the outdoors, adventure, environment and culture. A couple of college friends had moved to Missoula and they convinced her this was the place to do just that. She moved here about ten years ago and that decision lead her to where she is today. Shortly after arriving, she began her own journey as an entrepreneur herself.

Biking culture is in her blood as is her passion for global environmental concerns. Toward the end of the recession in 2008, she founded a non-profit organization called Climate Ride. This endeavor involved putting on long distance bike races for the sake of raising awareness of climate change. Starting out small, the experience provided an incredibly steep learning curve as it quickly grew into more and more high-profile events that challenged her management skills (and psyche) every step of the way. After six years, it has grown into a national environmental awareness non-profit that still exists to this day. Although highly rewarding, the constant pressure of goal-setting, day-to-day planning, micro-management and execution required took its toll on her well-being and forced her to look inward.

The overall experience caused Geraldine to step away and seek a fuller understanding of what was the root cause of a great deal of stress, confusion and self-judge-



ment based on her life-long perfectionistic tendencies. Workshops, one-on-one counselling, retreats, meditation and self-work became a full-time focus. She learned how to slow down her thinking, become more clear in setting goals and how to prioritize what truly is important in her life. This journey inward created amazing clarity for her and she soon realized she could be of help others.

The germ was planted and she decided the time was right for her to begin her own coaching business. Mindfulness Coaching Works is the result and after three years, things are decidedly looking up for both Geraldine and her clients. Primarily geared toward entrepreneurs, business owners and their staff, the primary mission of MCW is to help these folks gain clarity, growth and resilience for optimal performance.

MWC is dedicated to helping clients move from Point A to Point B by way of first defining Point A. From there, it is a step-by-step clarification of the process to building the bridge across seemingly insurmountable chasms and obstacles to reach Point B. This all begins with understanding your mindset, relationship with time, and ability to stay focused on the bigger picture toward growth. Phew. No easy task.

Geraldine now considers her life a blessing and couldn't be happier providing services for the business community while producing tangible results. From tech start-up entrepreneurs to documentary film-makers, she helps them and their staff clarify and prioritize where their energies are best spent to maximize results and growth. As a new MDA member, she fully appreciates and supports the Downtown business community and culture that makes Missoula such a vibrant community. Her passion for the outdoors, biking, community and the environment has all informed her current thriving lifestyle.

Her roots are *(continues right)*

now firmly planted here with having started a family of her own. To learn more about Geraldine and the services she provides, please visit www.mindfulnesscoachingworks.com. ■

Welcome New Members!

Fish Window Cleaning

Kirk Treece
1500 W Broadway, Ste E
(406) 728-5201
fishwindowcleaning.com

MT SNO, LLC

Kolter Beneitone
2414 39th St. #101
(406) 493-9370

Poteet Construction

Deb Poteet
3460 Grant Creek Road
(406) 728-9370
poteetconstruction.com

Anthony Pagniano Farmers Insurance Agency

800 Kensington Ave, Ste 102
(406) 728-1833
apagniano@farmersagent.com

McLean Properties

Travis Leitch
323 N. Higgins
(406) 546-5508
mcleanpropertiesmt.com

Meadowsweet Herbs*

Kerri Westwood
180 S 3rd St W
(406) 728-0543
meadowsweet-herbs.com

Bridge Pizza*

Matty Kerr
600 S Higgins Ave
(406) 542-0002
bridgepizza.com

The Crystal Limit*

Toni Seibert
119 S Higgins Ave
406-549-1729
crystallimit.com

***Accepts Downtown Gift Cards**



**Get the perfect gift
for the teachers,
coaches, dads, and
grads in your life!**

Good at nearly 200 locations, Downtown Gift Cards are the perfect way to say thank you or congratulations.

Purchase gifts cards at the Downtown Missoula Partnership, 218 East Main Street & the MSO Hub, 140 N. Higgins. Also available online @ missouladowntown.com

*Please submit
member shout outs by the 18th
of each month to
sarah@missouladowntown.com*

Shout Outs

Catch two documentary screenings in June during the **Big Sky Film Series Spring** season. **On Thursday, June 8** catch Sundance and HotDocs sensation **RUMBLE: THE INDIANS WHO ROCKED THE WORLD**, chronicling the role of Native Americans in pop music history featuring music icons Charley Patton, Mildred Bailey, Link Wray, Jimi Hendrix, and Robbie Robertson among others. **On Thursday June 29** see **THE FORCE**, an in-depth look inside the long-troubled Oakland Police Department as it struggles to confront federal demand for reform, a popular uprising following events in Ferguson, MO, and an explosive scandal. **Both events take place at the MCT Center for the Performing Arts at 8:00pm, and as always the Big Sky Film Series is FREE and open to the public.**

Join the **Riverfront Neighborhood Council and Free Cycles on June 10** for the Riverfront Neighborhood Clean Up! **Meet at Free Cycles at 10am** to help clean up the neighborhood, with a focus on trails, parks, streets and alleys. Snacks and garbage bags provided. Ends at 1pm. Sponsored by the Riverfront Neighborhood Council and Free Cycles.

The Garden City River Rod Run is Missoula's premiere classic car show held annually the last weekend in June in beautiful Caras Park. Hundreds of classic cars join the festivities including the Friday night Cruisin' Parade on Higgins Avenue and two day Show and Shine. This year the River Rod Run will be put on by the Five Valley Ford Club with leadership provided by Jerry Brenner, Marty Bourassa, Tom Stockdale and Jeff Stevens, the Five Valley Ford Club will continue the tradition of the Garden City River Rod Run, hosting the annual event **June 23-24, 2017 in Caras Park**. More information can be found at fivevalleyfordclub.com.



out to lunch
downtown missoula

OUT TO LUNCH
WEDNESDAY, JUNE 7 | 11AM - 2PM

LIVE MUSIC BY YOU KNEW ME WHEN
KIDS' ACTIVITY BY CHILDBLOOM GUITAR
SPONSORED BY FIRST INTERSTATE BANK, MISSOULA DOWNTOWN
FOUNDATION & NEPTUNE AVIATION

DOWNTOWN
TONIGHT

DOWNTOWN TONIGHT
THURSDAY, JUNE 8 | 5:30-8:30PM

LIVE MUSIC BY MABEL'S RAGE
KIDS' ACTIVITY BY YMCA
SPONSORED BY NEPTUNE AVIATION & REPUBLIC SERVICES
OF MONTANA



BOTH EVENTS HELD IN CARAS PARK.
VISIT MISSOULADOWNTOWN.COM FOR
A FULL SCHEDULE OF MUSIC AND KIDS' ACTIVITIES

**9th Annual Missoula
MADE Fair Happening
June 25!**

The summer Missoula MADE fair is an alternative outdoor arts & crafts market downtown on the riverfront at Caras Park! This is not your ordinary craft fair! The Missoula MADE fair will be a full day of creative indulgence featuring over 100 local and regional artists making unique one-of-a-kind creations, a nonprofit activity area, breast feeding zone, and local food & beverages!

Join other inspiring artists and crafters Sunday, June, 10am-5pm at the Missoula MADE fair. Enjoy the views of Caras park and soak up the sun while supporting local artists and a sweatshop free economy. This event is family friendly and shouldn't be missed! For more information visit <http://www.missoulamadefair.com>.



**Don't Forget the Missoula
Markets Are in Full-Swing!
Get Yourself Downtown
Saturdays 8am-1pm**



**Summer Camps at the
ZACC Filling Up Fast**

Ready for summer? Mark your calendars because starting June 19, Zootown Arts Community Center Summer Camps are kicking off! The ZACC has taken the time to create dynamic curriculums with the most talented, experienced, and innovative instructors that Missoula has to offer. A maximum of 15 kids will be accepted in each camp in order to make sure each child gets adequate attention and quality instruction. Each camp is aimed at creating community connections, building self esteem, and helping youth to access their creative voice.

If you wish to hold your spot in a camp without paying for the whole camp in advance, you may do so with a \$50 non-refundable deposit. Many camps have sold out already! Find a list of all available camps at <http://zootownarts.org/summer>.

**Important Downtown
Numbers and Resources**

Call 911 if you need police, fire or ambulance services. Call if you feel threatened or in danger. Also call 911 if you experience or witness loitering, panhandling, or harrasment.

Downtown Police Officer

Shelagh More.....406-396-3188
Officer More works 40 hours a week to ensure the safety of our Downtown area. During the summer months, More is assisted during the week by two additional Dedicated Downtown Police Officers. If More does not respond to your call or voicemail, please call 911.

Downtown Ambassadors

Dave Chrismon.....406-396-7806
The Downtown BID staffs 40 hours of Ambassador Services May through October. Chrismon can respond to your call for help usually within 10-20 minutes.

Homeless Outreach Team (HOT)

406-493-7955 (call or text)
The Poverello Center HOT Program reaches out to our homeless individuals to provide assistance on their turf.

Salvation Army.....406-549-0710

The new Salvation Army at 355 South Russell offers a hygiene center with hot showers and free laundry services for those in need and is accessible via Mountain Line Route 9.

Mountain Line.....406- 543-8333

The Missoula bus system offers zero-fare service, which means folks can get almost anywhere in town on the bus. Visit www.mountainline.com for route information.

Chief of Police Mike Brady

406-552-6320

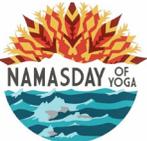
Mayor John Engen

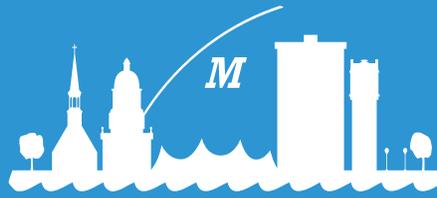
406-552-6001



JUNE 2017

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<p>1</p>  <p>Caras Park 5:30-8:30pm</p>	<p>2</p>  <p>First Friday Gallery Night</p>	<p>3</p>
4	5	6	<p>7</p>  <p>Caras Park 11am-2pm</p>	<p>8</p>  <p>Caras Park 5:30-8:30pm</p>	<p>9</p>	<p>10</p>  <p>NamasDay of Yoga</p>
11	12	<p>13</p>  <p>MDA Luncheon Child Start Inc, Head Start 11:30am - 1:30pm</p>	<p>14</p>  <p>Caras Park 11am-2pm</p>	<p>15</p>  <p>Caras Park 5:30-8:30pm</p>	16	17
<p>18</p>  <p>Father's Day</p>	19	20	<p>21</p>  <p>Caras Park 11am-2pm</p> <p>Summer Solstice</p>	<p>22</p>  <p>Caras Park 5:30-8:30pm</p>	<p>23</p>  <p>Osprey Home Game</p>	<p>24</p> <p>Osprey Home Game</p>
<p>25</p>  <p>Missoula MADE Fair</p>	26	<p>27</p>  <p>Downtown On Tap Families First Children's Museum 5-7pm Osprey Home Game</p>	<p>28</p>  <p>Caras Park 11am-2pm</p> <p>Osprey Home Game</p>	<p>29</p>  <p>Caras Park 5:30-8:30pm</p> <p>Osprey Home Game</p>	<p>30</p> <p>Osprey Home Game</p>	



Connect with the Community



Member Socials June 2017

MISSOULA
Downtown
CONNECTING OUR
COMMUNITY

Membership Luncheon, Tuesday, June 13, 11:30 am - 1 pm,
Child Start Inc., Head Start (1001 Worden)

Child Start Inc.,
Head Start



Child Start Inc., Head Start is excited to host June's Membership Luncheon! Come learn about their high quality FREE Preschool offered in Missoula and Deer Lodge. Enjoy lunch, tour the facility and have the opportunity to view a classroom! Hear from Patricia Croghan, Child Start Inc. Director and members of the management team about Head Start Programs, volunteer opportunities and ways to get involved at Child Start Inc.

Downtown on Tap, Tuesday, June 27, 5 - 7 pm, Families First
Children's Museum (225 W. Front St.)



June's Downtown on Tap is at Families First Children's Museum! Meet new Executive Director Nick Roberts and tour the facility while enjoying drinks and appetizers. Learn about plans for the museum and parenting programs and get a glimpse of the organization's future in the new Missoula Public Library. One lucky visitor will receive a free museum membership! It's perfect for families with little ones or can be used as a gift.

Visit our website at www.missouladowntown.com to find out more information about our monthly socials.

If your business is interested in hosting a social, email info@missouladowntown.com or call (406) 543-4238.