

## March 2017

- MDF Licence Plate Available!
- Festival of Trees
- Spotlight: Able Tree Service



### President's Column by Anders Brooker

Runner's Edge

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What makes Downtown Missoula so important to us? Relationships. As I think about why we live and work Downtown, my wife and I believe it is all about relationships. If you are lucky enough to sit in at a weekly Runners Edge meeting (although our employees may not agree you would be lucky), you will hear us talk a lot about relationships. At the Runners Edge, we don't sell a product that is different from anything that can be found on Reserve Street, Southgate Mall, or Amazon. When I think about how we stay in business and why we enjoy our life in Downtown Missoula, it is because of the relationships we have been lucky enough to build.

Business is not getting any easier these days. There are a slew of questions I struggle to answer daily. How do we continue to keep customers happy and excited to come Downtown? How do we compete with the Internet? Are our employees happy? Do we have too much inventory? I don't pretend to have the answers to business and it seems everytime I answer one question, a new question shows itself. I struggle daily for answers.

I will continue to try to be a better business owner and work through these daily struggles. In 2017, we want to make sure our customers know how much we appreciate them when they get in their car, jump on their bike and fight through traffic, search for a place to park, pay for the parking spot, and more. We understand dealing with these elements is not easy and we want our customers to know the relationship we have with them is more im-

portant to us than anything else we do.

While I don't have all the answers to the questions owning a business Downtown brings, I do look forward to continuing our relationship with not only our customers, but also with you and the other friends I have made over the years. Some of our best friends and most important people in our lives were made in Downtown Missoula. We all set up shop in Downtown for various reasons, but I have a feeling if relationships are not important to you and it was only about the numbers, you wouldn't be located Downtown.

I hope every business in Downtown Missoula has a profitable year and hits all of your goals and aspirations for 2017. Don't forget to take time and reflect on what you will remember most about your time Downtown. I hope it is made of great memories with the folks around you. ■

### Blue Mountain Clinic is Turning 40!

Celebrate this milestone with them by attending the **10th Annual Off the Rack on April 1**. This year will feature a Variety Show with singing, dancing, comedy, music and the icing on the cake will be your hosts, Lucinda Lith and Lulinda Smith the Home Shopping Network Girls. Also new this year is the venue! Partnering with the MCT Center for the Performing Arts, Blue Mountain Clinic is thrilled to be offering their supporters a new experience!

Visit [www.bluemountainclinic.org/events/off-the-rack](http://www.bluemountainclinic.org/events/off-the-rack) to purchase your tickets today.



MissoulaDowntown.com

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## Community to Have Opportunity to Learn About Zero Waste Initiative

The City of Missoula is excited to launch "ZERO by FIFTY: Missoula's Pathway to Zero Waste", with a series of community listening sessions, March 2nd, 7th and 8th. Please mark your calendars and plan to attend.

The meetings will be an opportunity for the community to learn more about Missoula's waste reduction goals adopted by City Council in 2016, and to shape and inform Missoula's plan to achieve those goals.

Missoula is a caring, curious and creative community. The city wants to hear from you! Please visit [zerobyfiftymissoula.com](http://zerobyfiftymissoula.com) for more information, and to provide online input if you can't attend in person. All sessions are free and open to the public.

### Community Listening Session #1

When: Thursday, March 2

Where: Missoula Federal Credit Union Training Center

Time: 6:00 PM - 8:00 PM

### Community Listening Session #2

When: Tuesday, March 7

Where: Burns Street Center

Time: 6:00 PM - 8:00 PM

### Community Listening Session #3

When: Wednesday, March 8

Where: Missoula Public Library

Time: 6:00 PM - 8:00 PM

For more information contact Chase Jones, [cjones@ci.missoula.mt.us](mailto:cjones@ci.missoula.mt.us) or (406) 552-6389.



## Step Up to the Plate!

The Missoula Downtown Foundation (MDF) is excited to announce that proceeds from Montana's newest license plate design will benefit the MDF! The plate, designed by the MDA's own Leidy Wagener, depicts 406 pride and a heart to signify love of Downtown Missoula. This project could not have been possible without support in the form of a grant from Wells Fargo. Revenue from the plates will provide a consistent funding stream to help grow the foundation and to achieve our goals.

Please consider supporting the Foundation when you renew your vehicle(s) registration this year. Twenty dollars from each plate comes directly back to the MDF. ■

## MDA to Take Over Festival of Trees in 2017

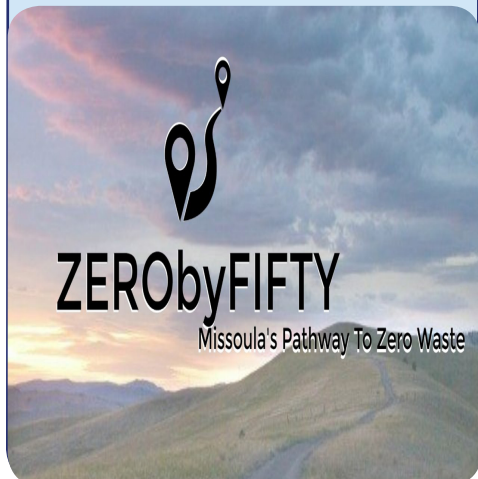
After planning and producing the Missoula Festival of Trees since 1999, Mountain Home Montana, and Festival Chairman Laura Snyder, have gifted the holiday event to the Missoula Downtown Association (MDA), which will look to build, expand and sustain the event into a festive holiday experience for all in the heart of Downtown Missoula.

"We are excited to have the opportunity to build upon Laura Snyder's success with this event, and we see great potential for the Festival of Trees to be a long-term, community-wide, holiday anchor experience for people of all ages, interests and backgrounds," said Aimee McQuilkin, owner of Betty's Divine and co-chair of the 2017 festival. "We plan to bring more modern and non-traditional concepts to the event, while sustaining some of the customary components that make this event so special."

The Festival of Trees Committee will look to build a beautiful Enchanted Forest December 2-9 with large and small trees, garland, lights, plants, holiday décor, furniture and more, and host several community events and holiday parties in the Forest. Examples include the Teddy Bear Tea for young children, a Holiday Soiree, the Downtown Missoula holiday party, and holiday parties for a select number of businesses. The committee is also looking to collaborate with the Missoula arts community for designing the space and trees, and they're interested in partnering with a Hellgate High School Senior to create and host a special high school dance as a senior project.

The MDA will start small with the 2017 event, but has the goal of expanding to a weeklong holiday festival, filled with community engagement, beautiful lights and décor throughout Downtown, an Enchanted Forest that draws a regional audience, and a variety of businesses and organizations in Missoula engaged with the festival. Folks interested in helping design the forest or a tree, hosting a holiday party, sponsoring the event or serving on the planning committee

(cont. on page 5)



## Don't Forget to



## Spring Forward!

Set your clocks one hour ahead on March 12!

## Family Business Provides Expertise Through Growth and Tragedy

### New Member Spotlight By Sarah Ferguson

*Downtown Missoula Partnership*

**A**ble Tree Service was founded in 1975 by Jim Cook, an ISA Certified Arborist and a member of ASCA (American Society of Consulting Arborists). Jim began his career with trees in the 1950's and graduated from the University of California Berkeley with a Master's Degree in Forestry. After over 20 years working for the US Forest Service, Jim decided it was time to use his expertise and knowledge of Forestry and start his own business around the care of trees.

Able Tree Service eventually became a family business when Jim's son, Martin (Marty) who grew up with a passion for trees, became a partner in the business. The partnership allowed Jim to provide consulting to Able's clients.

2001 saw the addition of Beverly Cook for the day-to-day operations in the office and also began learning the business. She graduated from the University of Montana College of Technology with a degree in Business Administration.



With the addition of these key members of the business, Able Tree Service has been able to grow through the years and now employs several exemplary and highly trained staff who are as passionate about the business as the family who started it.

In December of 2012, Marty's life was taken in a tragic snow machine accident. Although Marty is no longer a part of the business, the business remains a family affair with each day dedicated to Marty's memory.

Able Tree Service provides the knowledge and expertise clients are unlikely to find anywhere else. Their dedication and passion for trees shines through their work. For more information about their services and to request a quote, visit their website at [www.abletreeservice.com](http://www.abletreeservice.com). ■

tee can contact Leidy Wagener via phone (406-543-4238) or email ([leidy@missouladowntown.com](mailto:leidy@missouladowntown.com)).

Net profits from the 2017 Festival of Trees will be directed to Mountain Home Montana and the Missoula Downtown Foundation, which will use those funds for improvements in Downtown Missoula, including Caras Park, holiday décor, information kiosks and more.

"Mountain Home has had a fantastic 15 years with the Festival of Trees, and we are delighted to pass the baton to the Downtown Missoula Partnership," said Crissie McMullen, Executive Director of Mountain Home Montana. "We are shifting our annual event to a Mother's Day Tea. Since our work is to house young mothers with their children, and to empower them to create safe homes of their own, Mother's Day is a mission-perfect celebration for us."

Mountain Home Montana will host its Mother's Day Tea on Tuesday, May 9 at the Children's Museum of Missoula. More information can be found online at [www.mountainhomemt.org](http://www.mountainhomemt.org). ■

## Dust Off Your Finest Green for the 2017 St. Patrick's Day Parade!



**G**et your green on, bring the kids, and join the luck of the Irish on Saturday, March 11 on Higgins Avenue for the 2017 St. Patrick's Day Parade! The parade will kick off at noon Downtown at the corner of Spruce and Higgins.

The parade is being put on by the Missoula Area Chamber and the Ancient of Commerce and The Ancient Order of the Hibernians Missoula Chapter.

## Last Call For Summer Event Sponsors!

The Missoula Downtown Association produces over 30 public events every year, connecting more than 250,000 people to the heart of Downtown Missoula. Showcase your business to the Missoula community by supporting these quality events. To learn more about sponsorship opportunities and how to connect your business to our community, call our office at (406) 543-3268 or email us at [info@missouladowntown.com](mailto:info@missouladowntown.com).



## Please Do Your Part to Keep Downtown Beautiful

**A**s the snow is losing its grip in the warmer temperatures, we ask that business owners consider tending to the public right-of-way surrounding their buildings. The melting snow is leaving behind gravel, mud, trash and more, so please be vigilant and help us keep our community safe and beautiful.

## Parking Meter App Now Available



A pay-by-phone app for the parking meters has arrived and brings with it new conveniences for making sure your parking needs are covered. Here are some things to know about this new feature:

- The Passport app can be downloaded on Apple and Android phones for free.
- All rates are the same as they would be if paying at meter; same payment hours of M-F 9-5 apply; you can purchase time before 9am and it won't start until 9am.
- There is a .25 cent convenience fee when purchasing time.
- Time increments are 1/2 hr, 1 hr, 1.5 hrs, 2 hrs, 2.5 hrs and then hourly from there on.
- You can extend your time from the APP.
- The APP can save license plate info and recently parked zones so you don't have to enter it every time.

## Shout Outs

The Missoula Symphony Orchestra & Chorale Present "Eternal Light". Featuring Christina Pier, soprano; Kimberly Gratland James, mezzo soprano; David Cody, tenor; Seth Keeton. **March 11 at 7:30 pm & March 12 at 3 pm in the Dennison Theatre on UM Campus.** For tickets and more information go to [www.missoulasympphony.org](http://www.missoulasympphony.org), call 721-3194, or stop by the office at 320 E. Main St.

Looking to join a community? Want to feel inspired? Find a hobby? Play in the dirt? Grow your own food? Community gardening through Garden City Harvest might be the perfect way to get that done! **To become a community gardener for the 2017 season please apply by March 17.** Applications received after March 17 will automatically be added to the wait-list. As a community gardener, you'll have access to a 15x15 foot plot, water, compost, tools, and educational opportunities! Find the application here: [www.gardencityharvest.org/programs/community-gardens/application](http://www.gardencityharvest.org/programs/community-gardens/application).

Stop by the **Kettlehouse Northside on March 29th from 5-8pm** for their Community UNite benefiting the Grant Creek Kiwanis Club. A portion of every pint sold on the March 29 will benefit this small community oriented group involved with supporting local organizations such the C.S. Porter Family Resource Room, Missoula Food Bank, Watson's Children's Shelter, Mountain Home Montana and many more community programs throughout the Missoula Area.

Summer 2017 is peeking around the corner, and the **Missoula Children's Theatre** is ready! Stop by the **MCT Center for the Performing Arts on First Friday, March 3, for Summer StARTS. From 4-6pm**, the lobby of the MCT Center for the Performing Arts will be filled with your child's Missoula summer day camp opportunities for theatre, arts, dance, and all kinds of movement!

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