

Missoula Downtown Lowdown



Connecting our Community

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

May 2015

- New Parking Meters
- Caras Park Sound System
- Spotlight: Olive + Iron
- Huge Gift for MCT
- Cheap Bike Racks



President's Column

by Heidi Starrett

Missoula Independent
hstarrett@missoulanews.com

You may have recently attended the public meeting on April 14 regarding the feasibility study to convert Front and Main streets to two-way streets. If you were unable to attend, all of our members should be aware of this proposed project and the benefits it will bring to Downtown.

The conversion of Front and Main streets back to two-way traffic was identified as a top priority in the 2009 Downtown Master Plan. Currently the primary access mode into Downtown is by car. However, other transportation modes are being used more often in our community, and safety is a major concern

for those traveling on foot and on bicycle. This project is a means to improve pedestrian and bicycle safety, overall circulation, and economic vitality in Downtown Missoula.

The feasibility study was conducted to analyze different improvement options using land use and traffic projections. Prior to the feasibility study being released in April, the public and Downtown stakeholders were given the opportunity to provide input through several public comment sessions.

The feasibility study, conducted by HDR Engineering and contracted by the Missoula Redevelopment Agency (MRA), found that a two-way conversion of Front and Main streets would be great for our Downtown. Not only would it result in improved parking, it will offer a 10-

continues p. 2

Please share with friends and colleagues!



MissoulaDowntown.com

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Give LOCAL Missoula Day MAY 5 – Remember MDF!

125 Missoula Non-profit Organizations Seek to Raise a Total of \$200,000

Give LOCAL Missoula Day is a part of a nation-wide program called Give Local America. This year the Missoula Downtown Foundation (MDF) is not only a participating organization but is a Give Local Missoula sponsor. The MDF has acquired a generous match for this day of giving and every dollar you donate will be matched (up to \$1,000). Thank you to The Muralt Family Foundation for this generous donation to help us meet our goal of \$3,500 this year.

Every donation will be stretched further if you donate to the MDF through givelocalmissoula.org/#npo/Missoula-downtown-foundation. Give Local Missoula prizes will be awarded and a stretch fund can also help to ben-

efit the MDF. For example, the non-profit with the most donors between 1am-5am will be awarded an additional \$500.

Would you be willing to set your alarm for one early donation to benefit Downtown Missoula? For more information on other ways you can maximize your gift to MDF, visit givelocalmissoula.org. This one day of giving provides people the opportunity to donate to more than one cause, conveniently located on one website, benefitting Missoula charities as a whole. Please include the MDF in your giving on Tuesday, May 5, 2015.

For more information email noreen@missouladowntown.com or call or 543-4238 and visit givelocalmissoula.org.

MissoulaDowntown.com

Caras Park Sound System Design Underway

A sound system is being designed for the Caras Park Pavilion. Jason DeCunzo of Riverhaus Design Group has been contracted for the design phase of the project with funding approved by the MDA Board of Directors on April 7. It is not yet known when or with what funds the sound system will be constructed, but the design will help the MDA better understand the audio needs of the Park as well as potential costs and timelines.



The sound system's design was initiated and tailored to a set of guidelines established by the Caras Park Improvements Committee. A long term-goal for Caras Park is to improve amplified sound while reducing the noise impacts on the riverfront neighborhood. Design guidelines established by the committee outline the problems, goals, and detailed needs specifications for the Pavilion's sound system design.

President continued

13% positive gain in sales for Downtown retailers. The two-way conversion would result in a net gain of 66 parking spaces, as parallel parking would give way to angled parking in some locations. For Missoula this project makes sense for several reasons:

Livability: vehicles stop less on one-way streets, making it difficult for bicyclists and pedestrians.

Navigation: one-way street networks are confusing for drivers, especially tourists and others visiting Missoula, who may not be familiar with the traffic flow

Safety: speeds tend to be higher on one-way streets, and some studies suggest drivers pay less attention

The overarching goal is to improve both the distribution of music and the clarity of announcements throughout the Park while reducing the overall volume spilling into adjacent residential areas. Such accomplishments would aim to improve the overall experience for all Caras Park visitors.

The sound system is being designed with phased-construction in mind, focusing first on the pavilion itself. Speakers will be durable, weatherproof, vandal proof, with a volume limitation and a directional/noise cancelling design tuned to the unique shape of the structure. Aesthetics will match those of the pavilion. There is a lot of excitement about the sound system and the MDA is looking forward to presenting the design this summer. Riverhaus Design group will be scientific and diligent to design the sound system Caras Park needs.

For more information or to participate in future fundraising, please contact Caras Park Improvements Committee Chair, Larry Brehm (Larry@brehmarchitect.com), or Tom Aldrich (Tom@missouladowntown.com).

on them because there's no conflicting traffic flow.

Economics: two-way streets increase visibility for businesses and result in increased revenue

The Master Plan Implementation Team has been working closely with the MRA, the City of Missoula and the Montana Department of Transportation on this project for years. It's exciting to see the project moving closer to becoming reality. Community involvement is always an integral part of projects such as these. If you would like to be a part of this process or have questions about the conversion, please get involved and/or contact the MDA for more information.

MDA Committee Meetings

Advocacy

Wednesday, May 6

830-930 am

Downtown Partnership Office

Downtown ToNight

Thursdays

4-5pm Downtown Partnership Office

Master Plan

Thursday, May 21

12-2 pm at 140 W. Pine

Membership

Tuesday, May 28

4-5 pm Downtown Partnership Office

Out to Lunch

Mondays

4-5 pm Downtown Partnership Office

Baby Got Bugs

Local Talent Raps for Insectarium

Missoula Insectarium launches crowdfunding campaign prior to opening. Local musicians, dancers, media producers, and community members are releasing a song and video parody to "give wings" to the upcoming opening of the Missoula Insectarium. Based on Sir Mix-A-Lot's "Baby Got Back" from the early 90's, the group produced their version of "Baby Got Wings" in a one-day, whirlwind shoot in February. The Missoula Butterfly House and Insectarium unveiled "Baby Got Wings" on April 22nd on Razoo.com, kicking off a crowdfunding campaign aimed at giving the insectarium "wings" as it readies to open its doors in mid to late May.

Founded by Jen Marangelo (Executive Director) in 2009, the Missoula Insectarium is the first tangible product of the Missoula Butterfly House and Insectarium's mission to inspire an appreciation and understanding of insects and their relatives through educational programs and innovative science exhibits featuring live invertebrates. For more information, please visit missoula-butterflyhouse.org. To view "Baby Got Wings", go to razoo.com/story/Missoula-Butterfly-House-And-Insectarium

CONNECTING OUR
COMMUNITY

Member Spotlight

olive+iron

by **Dan Cederberg**
Cederberg Law Offices

Olive and Iron is a men's and women's casual wear store located in the "Good Hood" at 806 W. Spruce. The boutique has a large inventory of clothing items ranging from denim to work wear. Locally owned by Mandy Burns, the store opened in December, 2013. Olive and Iron has a 3000 square foot shop that allows for a wide selection. Mandy says that she and her staff work hard to maintain the boutique feel. The goal is to have

the wide selection of clothing but still maintain individual attention to shoppers.

Mandy says that she loves to be in the Good Hood and the downtown area. She has seen an influx of new businesses in the area. That has generated lots of activity and good foot traffic. Mandy is very happy being a member of the Good Hood community.

Olive and Iron just recently joined the MDA. MDA events like Fashion Week with its joint fashion show attracted Mandy to the MDA. Mandy participated in the last collective sale. Eleven businesses got together for a sale at the Top Hat location. Mandy said the response to the sale was great and that she looks forward to participating in future MDA events.

MPC Negotiating Contract, Seeking Funding for Meter Modernization

by **Anne Guest**
Missoula Parking Commission

The Missoula Parking Commission is committed to keeping the public informed about the Meter Modernization Project

In early 2014, the Missoula Parking Commission (MPC) contracted with Kimley-Horn and Associates to help implement the last of nine action items from the Parking Strategic Plan that was part of the larger Downtown Master Plan approved in August, 2009. This final action item recommended replacing and upgrading Missoula's parking meters.

In March and April of this year, MPC initiated an extensive public process designed to gather feedback on the preferred features of new parking meter technology for Downtown Missoula. Residents, business owners and interested citizens were given multiple options to have their voices heard, including two open house meetings, individual meetings and via written questionnaire. In total, 123 stakeholders participated in the public engagement process over a three-month period. All of the public input helped to form the specifications for the Request For Proposals (RFP) that

was issued in November 2014. Five vendors responded to the RFP.

A Selection Committee was formed including a business owner, two City Council Members, a transportation manager and an information technology specialist. On February 24th, an Open House was held to showcase the final three vendors. Community members had the opportunity to meet with vendor representatives and have a hands-on demonstration of single-space and multi-space meters. Surveys were available for the public to submit their input to the Selection Committee.

After reviewing all the input, the Selection Committee recommended a vendor and the Parking Commission is currently in the process of negotiating a contract and exploring options for financing the project. Once this process is completed, MPC will be able to announce the vendor and share more details with the public. So please stand by for the next update!

The Parking Commission is looking forward to this exciting project and continuing our role in "connecting our community" to a quality parking experience for Downtown Missoula.

Welcome New Members!

The Buttercup Market and Cafe

Molly Galusha
1221 Helen Ave
541-1221

molly@thebuttercupmarket.com

Dram Shop

Sarah Millar
229 E. Front St
510-4303

sarah@dramshopmt.com

Eagle Home Mortgage

Lori Hodge
1817 South Ave W
215-1022

Missoula@eaglehomemortgage.com

Prudential Missoula Properties

Sheena Comer Winterer
148 South Ave W
728-8270

sheena@prudentialmissoula.com

Smooch Cosmetic Boutique

Elli Schroeder
125 East Main Street
541-1600

shop@smoochmt.com

MMAC Permanent Collection Celebrates 120 Years

Montana Museum of Art & Culture's exhibit, "Art of the State: Celebrating 120 Years of the MMAC Permanent Collection," features 120 pieces selected from the 11,000 piece Permanent Collection and can be viewed on the University of Montana Campus in the PARTV Center. MMAC's exhibit runs through May 23.

"Many people aren't aware that our collection includes art by Andy Warhol, Rembrandt, Dali, Picasso," says MMAC Director Barbara Koos-trä.

The museum is home to one of the most prominent fine art collections in the Rocky Mountain West. It includes nearly 11,000 original works, among them significant historic and contemporary artworks from Europe, East Asia and the United States.

For more information, visit www.umt.edu/montanamuseum, or call 406.243.2019.



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

Affordable Bike Racks for Businesses

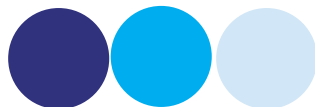
Do you need additional bike parking for your commuters and customers? Providing bike racks is an easy and inexpensive way to increase your parking capacity while letting your staff, customers, and clients know that you encourage healthy lifestyles. The City of Missoula Bicycle/Pedestrian Office offers a cost share program to install short term bike parking at businesses, nonprofits, and civic institutions. Here is how it works:

**-Call the Bike/Ped Office:
552-6352**

**-A staff member will conduct a
site visit with you to choose a
good spot for the new rack(s)**

**-A local welder manufactures
and installs the racks**

**-The City invoices you for 50% of
the cost**



Shout Outs

The Missoula Senior Center Celebrates 45 Years on May 1 at 1pm at the Missoula Senior Center, 705 S Higgins Ave. Free and open to the public. www.themissoulaseniorcenter.org

Calling all Moms! Come Downtown on May 9 (the night before Mother's Day) for a night to remember! Mamalode Magazine is partnering with the Downtown Association and local businesses all over downtown to create a party for moms, by moms. **Check out all the details at www.mamalode.com/mothers-day-eve or follow Mamalode on Facebook!**

Local and regional artists are encouraged to apply for the 2015 River City Roots Fest Juried Art Show. Artists can apply online at www.missouladowntownassociation.submittable.com/submit/28948. Booth fees are \$125, and the deadline to apply is May 22. Questions can be directed to the MDA at 543-4238 or info@missouladowntown.com.

Celebrate the Carousel's 20th Birthday on Kids' Day, May 23, featuring free rides for all. Kids' Day is one of a variety of public and private events held by A Carousel for Missoula in celebration of its 20th anniversary. www.carouselformissoula.org

Come find out how fast you can complete a mile at 9am on Sunday, May 31 at Run Wild Missoula's 6th Annual Missoula Mile! Since its inception, the Missoula Mile has raised almost \$25,000, with all proceeds from the race being used locally to fund prostate cancer treatment, education and awareness. www.runwildmissoula.org

MCT's One Million Reasons to Say Yes

MCT Board Member Craig Langel has presented a challenge that will have enormous impact. Langel has agreed to donate a quarter million dollars to MCT (Missoula Children's Theatre and Missoula Community Theatre), if they come up with the remaining three quarters, totaling a million dollars. Langel has committed to the largest gift of his lifetime, as he knows the huge impact MCT has on people.

MCT kicks off the campaign on Saturday, May 2 from 5-7 p.m. at the MCT Center for Performing Arts, 200 N. Adams. Live music by Josh Farmer, drinks, food, door prizes and other surprises.

For more information or to donate, go to www.MCTinc.org.



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

Membership Luncheon

Tuesday, May 12 from 11:30am-1:00pm - Silk Road (515 S. Higgins)

THE SILK ROAD



missoula in motion

Join the MDA and Missoula in Motion for lunch at the Silk Road. Lisa Dworak, MIM's Program Specialist will present on why biking and walking is good for Business and how you can foster relationships with walkers and cyclists through MIM's Momentum Program. Alicia Vanderheiden Program Specialist at MIM will be discussing the Transportation Best Practices Awards and how your business can get a leg up on transportation options. Finally, we will hear from Ben Weiss, Bicycle Pedestrian Manager, who will give us an update on Biking and Walk Infrastructure Update.

Please RSVP by Friday, May 8 at missouladowntown.com/rsvp

Coffee Talk

Wednesday, May 20 from 8-9am - MCAT (500 N Higgins #105)



Join us at the Missoula Community Access Television studio for a cup o' joe in celebration of their 25th Anniversary! Over the years MCAT has generously donated hours of air time and publicity to the Downtown Association and we couldn't be more grateful. Now is your chance to give back and see what MCAT is up to in their next 25 years! So come down to Coffee Talk this month and don't miss the opportunity to be featured on MCAT's morning show!

Downtown On Tap

Tuesday, May 26 from 5-7pm - Nest (321 N. Higgins)



Glacier

Sotheby's
INTERNATIONAL REALTY

Join the Downtown Association and our members at the Nest in Downtown Missoula for drinks! This amazing space has been recently remodeled into a vacation rental in the heart of Downtown. Located above Glacier Sotheby's Downtown, guests can enjoy the convenience and culture of downtown Missoula without having to go very far. See first hand the luxury amenities offered such as, a full size kitchen with gas stove, spacious living/dining/kitchen, pillow top king sized bed and a queen sofa sleeper, walk in marble shower, claw foot bath, and a Higgins Street entrance. We can't wait to see you there!



The Missoula Downtown Association Presents:



Barbara Wold

Workshop Series May 7-8, 2015

Holiday Inn, Missoula Downtown

200 S. Pattee St, near Caras Park

40 Years
CONNECTING OUR
COMMUNITY



Barbara Wold is an internationally known speaker and authority to the retail, consumer and tourism industries. More than 40 years of firsthand retail experience in executive and sales management, marketing and repositioning have made Ms. Wold one of retail's most sought after speakers. Ms. Wold is an authority on building business through customer driven strategy and maximizing human assets.

Her areas of expertise include customer experience, marketing strategy, consumer buying patterns and trends, image, sales and service quality, public relations, CRM, redevelopment, hospitality and tourism making her a master in her field. Barbara helps downtown areas, shopping centers, and cities that are going through revitalization in an effort to boost their economic viability. She is a representative for the International Council of Shopping Centers. Ms. Wold presents over 60 speeches around the globe annually and has taught in over twenty countries.

THURSDAY, MAY 7, 2015

8-9:30am - Customer Service That WOWS!

Quality Customer Experience Workshop

Best suited for: Retail & Restaurant Staff

10-11:30am - Create a Distinct & Powerful Presence for Your Business

Marketing, Partnerships, and Entrepreneurial Workshop

Best suited for: Entrepreneurs, Business Owners, & Directors

3:30-5pm - Customer Service That WOWS!

Quality Customer Experience Workshop

Best suited for: Front Line Hotel & Restaurant Staff

FRIDAY, MAY 8, 2015

11:30 am-1:30 pm Keynote Luncheon

How the Business World is Changing Today

A wonderful professional development opportunity.

**MDA Membership
& Group Discounts
Available**

Sign up your staff now!

Questions: Call 543-4238 or
Noreen@missouladowntown.com

Registration Deadline:

Monday, May 4

Prices Range \$15-\$55 pp

Register Online:

missouladowntown.com/wold



Sponsored By:



JUNE 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 out to lunch downtown missoula	4 DOWNTOWN TONIGHT	5 Pianos Roll Out First Friday Gallery Night	6
7	8	9 MDA Luncheon	10 out to lunch downtown missoula	11 DOWNTOWN TONIGHT	12	13
14 Flag Day	15	16	17 out to lunch downtown missoula Coffee Talk	18 DOWNTOWN TONIGHT	19	20
21 Last Best Solstice Father's Day	22	23	24 out to lunch downtown missoula Osprey Home Game	25 DOWNTOWN TONIGHT Osprey Home Game	26 GARDEN CITY Osprey Home Game	27 GARDEN CITY Osprey Home Game
28 MADE Fair Osprey Home Game	29 Osprey Home Game	30 Downtown on Tap Osprey Home Game				

MAY 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 First Friday Gallery Night Commuter Challenge Begins	2  Color Me Rad Saturday Markets Begin
3	4	5 Give LOCAL Missoula Day Choose MDF!	6	7 Barbara Wold Workshops 8am, 10am, 330pm @ Holiday Inn DT	8 Barbara Wold Keynote Luncheon 1130am @ Holiday Inn DT	9 Mother's Day Eve
10 Mother's Day	11	12 MDA Luncheon 11:30am @ MCAT	13	14	15 Bike to Work Day	16 UM Commencement
17	18	19 Special Olympics Torch Run BBQ 5pm @ Ogren Park Allegiance Field	20 Coffee Talk 8am @ MCT Kid's Day @ The Carousel (Free Rides)	21	22	23
24	25 Memorial Day	26 Downtown on Tap 5pm @ The Nest	27	28	29 JFK's Birthday	30
31 Missoula Mile 9am @ Runner's Edge						