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



## President's Message by Todd Frank

The Trail Head  
tfrank@trailheadmontana.net

I just saw a posting from a friend in Boulder, Colorado – 17" of rain in the storm cycle that crippled the Front Range and flooded places like Boulder. Humans have lived in relatively organized communities for over 10,000 years and disasters have struck every community at some point. That's a long time for

people to figure out how to contribute to the communities they live in. A disaster like the flooding in Colorado is an excellent time to reflect on how being an active participant in the community is very likely the only path communities really have to grow and thrive.

Barely nine months into my short term as president of the MDA, it is abundantly clear to me just how much it takes for a community to thrive like Missoula does. This fall, the Missoula community is faced with a number of choices that require your involvement.

We have city council and mayoral races to consider who we want to represent us and do the heavy lifting and balancing of the allocation of limited resources. It's your community – get informed and vote! We also have the opportunity and responsibility to vote on the mill levy to support Mountain Line. My personal support of the mill levy is mirrored by the MDA, as it is clear that Mountain Line is a critical piece of Missoula's fabric. Asking the whole

## October is All About Snow!

There's lots to do in October in Downtown Missoula, especially for those looking forward to winter!

Four days into October is the Pray for Snow Party at Caras Park. This benefit for the West Central Montana Avalanche Foundation gets us excited for backcountry bowls long before the first flurry falls. With so many door prizes, beer, food and music, this party could make anyone long for the coldest months of the year.

The Roxy Theatre is your next



stop for an early taste of winter. The October 10 showing of the film *Into the Mind* features Conrad Anker, a native Montanan you'll recognize from

the cover of this summer's *Montana Headwall*. More of an adventure story than a ski movie, this film resonates with outdoor enthusiasts by depicting the hardships and risks of recreation. Other touring snow flicks include *Valhalla* on October 18 and *McConkey* on October 26, both at the Wilma.

All the hype from these ski films will culminate at the end of the month. Saturday, Oct. 26 is the Treasure State Shred Fest, when winter athletes dig out their gear for some pre-season fun at Caras Park. This all-ages rail jam hurries along the forces of nature with snow from Missoula Glacier Ice Rink and a mini-terrain park in our town square. Kids in attendance will learn at a young age that winter comes early if you create it, and adults can party all evening in an effort to wake the

## 2013 Board of Directors

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(President's message cont.)  
community to support them is simply a must. Whether you ride the bus or not, having a strong public transit system for all citizens is at the heart of what makes a good community truly great.

In the short time I have served as president of the MDA, I am continually reminded that the strength of Missoula is the power of strong leaders that care and want to leave Missoula better than when they arrived. We all know those faces and names of leaders from all around Missoula. You see them coaching kids, helping serve food at the Poverello, and volunteering at the Missoula Food Bank. When you ask them how it's going they usually say "Great." Rarely will they tell you how busy they are.

I want to remind folks that all the amazing events at Caras and the River City Roots Festival took the hard work of a committed staff at the MDA, and thousands of hours of community leaders showing up and working free to make Missoula...well Missoula. I cannot even begin the list the hundreds of dedicated folks that make it happen. Can you look in the mirror and admit you could do more?

Charity begins at home. Be a role model for your community and do your part to create the community you want to live in. Then, when a tragedy like the flooding in Colorado happens here (and it will), you will be a leader that can step in and rebuild our community.

(Snow cont.)

snow gods.

Even though it's only October, winter is coming. Don't miss these opportunities to come Downtown this month and let the good people of Missoula help you welcome the season with gusto!

**MISSOULA**  
**Downtown**  
**CONNECTING OUR**  
**COMMUNITY**

## Welcome New Members!

### Corkscrew

NevaLoney  
105 S. 3rd St. W.  
317-1127  
neva@corksrewmt.com

### Fabiricon LLC

Budelle Welander  
721 S. 5th St. W.  
728-8300  
budelle@fabiricon.com

### Techworks

Ben Cernick  
401 West Broadway Street Ste C  
543-0181  
techworksmt@gmail.com

## Saturday Markets Wrap Up Downtown

October is your last month of the year to enjoy the offerings of Missoula's downtown markets. Browse Montana-made crafts, stock your fridge with local produce, meet friends for coffee, or just people-watch on these lively Saturday mornings. The Missoula Saturday Market on East Pine continues through October 19, and the Missoula Farmer's Market and Clark Fork River



Market last until October 26. Thank you to our market masters and vendors for bringing Missoula the flavor and variety we're lucky to enjoy each season.

## Get Ready! Rocky Mountain ShakeOut 2013

It's widely known that fires and floods happen in Montana, but it is important to recognize that an earthquake may also happen here at any time. A commitment to planning and preparedness today will help support employees, customers, the community, and even the local economy when the unexpected occurs.

(cont. next column)

The State of Montana Disaster and Emergency Services, Governor's Office of Community Service, Montana Bureau of Mines and Geology, the American Red Cross of Montana, and other local partners have organized the 2013 Rocky Mountain ShakeOut, a statewide earthquake drill. The drill will be held on October 23, 2013 at 10:23am, when employees will *drop, cover, and hold on*. Participation is easy and so is registration; simply go to [www.shakeout.org/rockymountain](http://www.shakeout.org/rockymountain).



MDA members are encouraged to take advantage of additional resources available through the American Red Cross Ready Rating Program ([www.readyrating.org](http://www.readyrating.org)), the Federal Emergency Management Agency's Business Ready Program ([www.ready.gov/business](http://www.ready.gov/business)), and Small Business Administration Disaster Planning ([www.sba.gov/content/disaster-planning](http://www.sba.gov/content/disaster-planning)).

Register your business online and get ready for the ShakeOut!

## UM Homecoming in October This Year!

Missoula will be buzzing with visiting alumni and families the week of September 29 - October 5. The University of Montana Homecoming Week features eight days of functions, socials and sporting events, drawing thousands of visitors to Missoula. What can your business or organization be doing to welcome these visitors and give the best presentation of what Missoula has to offer?





## Downtown Spotlight

### Corkscrew Wine Shop

105 S. 3rd St. West  
317-1127

What perfectly complements a good book and a vintage costume? You guessed it...a bottle of wine! Well, you won't have to go far any longer; Corkscrew just opened their doors two weeks ago, nestled between Shakespeare and Co. and Carlos' One Night Stand. Corkscrew caters to those of us who like



to drink wine but when it comes to buying it, we feel lost and overwhelmed. The beautiful racks that fill the modern space in the Historic Penwell building are divided by flavor palette (fruit forward, earthy, spicy and "bite me",) rather than by region or varietal, which makes it easier to find a bottle you'll know you'll enjoy the taste of.

Besides offering a fun and approachable wine shopping experience, Corkscrew is also for those who don't wish to spend a lot of money. Three-quarters of the store's wine is under \$25, most being in the \$15 range. Proprietress Neva Loney tells me the wine of the moment is the Renegade Rosé. At \$10 a bottle, this Washington wine is affordable, fresh and very drinkable.

So, the next time you find yourself rushing after work to the grocery store to grab a bottle of wine for the dinner party you're late to, do yourself a favor and pop into Corkscrew. The friendly staff will help you find the perfect wine, and your hostess will comment all night to her guests about your good taste. You'll also find LPO baguettes, artisanal cheeses, and other delicious specialty foods to complement your beverage choice.

- Aimee McQuilkin  
Betty's Divine

## CONNECTING OUR COMMUNITY

### MDA Committee Meetings

#### Advocacy

Tuesday, October 8  
4-5pm MDA Office

#### Caras Park Improvements

Thursdays  
10-11am MDA Office

#### Master Plan Implementation Team

Thursday, October 17  
12-2 pm at 140 West Pine

#### Membership

To Be Announced

#### Marketing Committee

Wednesday, October 23  
10-11am MDA Office

### Vote for the Pov!

Missoula's Poverello Center has been selected as the only finalist from Montana for "50 States of Good," a community giving program by Tom's of Maine. The Poverello Center has a chance to win \$10,000 to help their build new, right-sized facility that will provide food and shelter in a safe, compassionate, dignified environment, building and inspiring hope. The Poverello Center is a proven community leader in dedication and ability to serve Missoula's most vulnerable and disregarded populations.

The "50 States for Good" program seeks to uncover local non-profit groups that address community needs and engage volunteers to get the work done. Nonprofit finalists from each state were selected from a pool of nearly 1,000 nominations by an independent panel of judges, and the program will award \$10,000 grants to 15 of those non-profit finalists.

To help the Poverello Center win, supporters can vote at 50StatesforGood.com once per day through October 15. As a city and state with a smaller population, the Poverello Center needs as many votes as it can to stay ahead. Last year, a Kallispell nonprofit won, showing that Montana can indeed rally enough support in this nation-wide competition. Please vote each day and help spread the word about this great opportunity!



### Exciting news from MissoulaEvents.Net!

We love Missoula, because there is a lot going on in this town: fundraisers, parades, festivals, and parties. However, this can make it difficult to pick the date for your signature event. To help solve this problem, MissoulaEvents.net, The Missoula Cultural Council and the City of Missoula have teamed up to bring Missoula a great enhancement to the award-winning website MissoulaEvents.net. The goal of the new Annual Events Page ([www.MissoulaEvents.net/annual-event](http://www.MissoulaEvents.net/annual-event)) is to create a more robust "annual events" section on the existing MissoulaEvents.net online community calendar.

MissoulaEvents.net will work to bring this page to fruition in three ways: posting to calendar of annual events based on research of their archives from the past 3-years; community education about this free service; and networking the calendar through MCC, the City's website and other trade groups like the MDA and SBC.

The Annual Events page will initially focus on non-profit, cultural and educational events, but is not limited to these areas. If you have an annual event, for-profit or not-for-profit, we encourage you to post your date early. Check MissoulaEvents.net/annual-event to see if your date is already over-scheduled. If not, post it to ensure it doesn't coincide with another event that draws the same crowd. Be sure to click the "annual event" tag. It's okay to start with very basic information to get your date reserved. A few months out, you can send more details and even images to MissoulaEvents.net to enhance your listing.

For further information, contact Colin Hickey at [colinmissoula@gmail.com](mailto:colinmissoula@gmail.com) or Molly Bradford at [mollymissoula@gmail.com](mailto:mollymissoula@gmail.com). Thanks for posting, Missoula!





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## How is the MDA Connecting our Community in October?

### Advocacy

Bringing mayoral and municipal judge candidates to our members; working to strengthen panhandling and loitering ordinances

### Marketing

Rolling out the Downtown business development collateral, welcoming our new marketing & events director, and preparing for the holiday season

### Master Plan

Engaging with wayfinding, conversion of Front & Main study, and Higgins Bridge improvements

### Membership

Researching new benefit opportunities and distributing t-shirts to MDA member employees



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COMMUNITY



### Member Shout Outs

**Want to host Downtown on Tap Nov. 26?** Contact Jenny at the MDA office or [jenny@missouladowntown.com](mailto:jenny@missouladowntown.com).

**Take Care of Downtown This Fall.** The temperature is falling along with those colorful autumn leaves. To make sure the trees outside your storefront survive the imminent chilly weather, flood their grates with water these next few weeks. Urban trees get less water than others, so it's important to give them extra attention. Also, make sure to sweep the leaves on your sidewalk into the curb. The street cleaner makes passes throughout October, so take advantage of this service. When we all do our part to keep Downtown Missoula looking clean, it shows!

**Thank you Summer Event Series Vendors!** The MDA Staff and board would like to thank the businesses who vended at Out to Lunch, Downtown ToNight and other events this summer. These vendors showed up each week, rain or shine (or heat!), to serve Missoulians the delicious variety of food and drink we associate with fun times at Caras Park. We will be working up an appetite over the winter and look forward their return next year!

**Bridges Planning Study October 8.** The Montana Department of Transportation (MDT) will hold an informational meeting to discuss the Missoula Bridges Planning Study, a pre-environmental study that allows for early planning-level coordination with community members, stakeholders, environmental resource agencies, and other interested parties. The purpose of the meeting is to present planning-level improvement concepts for the Higgins Avenue and Madison Street bridges, and gather public feedback on issues and concerns related to these bridge crossings. The meeting is open to the public and the public is encouraged to attend. It is scheduled for Tuesday, October 8, 2013, at 6:30pm at the Holiday Inn Missoula Downtown.

Stay up-to-date by visiting [www.missouladowntown.com](http://www.missouladowntown.com).