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

## The Challenge of Leadership

by **Todd Frank**  
*The Trail Head*

Recently Montana's citizens were subjected to what I refer to as the challenge of leadership. Remarkable public figures sometimes behave in ways that are not all that remarkable. Taken as an indicator of any individuals overall "job" performance, these lapses can be a crushing blow to perceptions of how a particular individual is remembered. We should all understand that what people will remember about our time as leaders is how we made people feel, and that can be something that is a small part of who we are as a whole individual.

Few of us who attempt to be active in the community are typically all that accepting of criticism of our personal agenda. If being in a position of leadership taught me anything, it is that while I might disagree with someone on a course of action or a position on a particular issue, true leaders find ways to seek consensus and remain positive throughout the process.

The MDA is an amazing organization that has the best interests of the downtown in its cross hairs at all times. The focus is and I hope always will be to create a vibrant center to the community. It is my personal belief that rarely will 100% of our membership agree on any



We ask much of those who lead our organizations and communities. I spent my year as the president of the MDA trying to activate members and citizens to get involved and speak for what they believe in. We all have our small areas of interest and I certainly found out that mine are not necessarily the same as those of all citizens, members of the MDA and leaders in the community.

one issue we are faced with.

As a leader of the organization I learned quickly that I needed to be very clear about which hat I had on, Todd owner of The Trail Head, Todd president of the MDA, or Todd husband and father. They are all different hats and occasionally did not point in the same direction.

All politics start at a local level and spread out from chance meet-

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

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### Leadership continued

ings on the street to lobby for a position on an issue, to meeting with our government leadership on issues that concern us. State and Federal issues grow from that local need. Most of us, at least some of the time, act out of self-interest and must make efforts to clearly own that position and leave it at the door while providing leadership to the organizations that we represent.

I believe the MDA acts in the best interests of the Downtown, and not always in the personal interests of its individual leaders and members. I say this as a way of making sure all of us understand that leadership takes more than having strong opinions on issues of personal interest. It takes the ability to be involved and work to a positive compromise on issues that have divergent perspectives.

The MDA has an incredibly strong relationship with the leaders of our community and that relation-

ship is paramount to our effectiveness. Consensus and support of the MDA by Missoula's elected officials is the single greatest tool we have in furthering the goals of a vibrant downtown. Without the support of the mayor and city council a large number of projects in our downtown simply would not happen.

I never took the opportunity to thank the council and mayor Engen for always working so hard to address the goals of the MDA while I was president and I simply could not resist the opportunity when given the chance to fill in this month. Happy fall to all and know that without our leaders support much of what we all treasure about Missoula would not be a reality. Being an elected community leader is an exceptionally hard job, so thanks Mayor Engen and all of the Council and staff for doing your part to make Missoula and its downtown such a remarkable place. They are committed. Are you?

## UM Homecoming Sept 21-27

The University of Montana's Homecoming Week will bring a variety of exciting activities to downtown Missoula, including the annual Homecoming Parade that fills up Higgins Avenue with music and fun! This year's Homecoming theme – Montana is Griz Territory – celebrates the establishment of Montana Territory in 1864.

Nearly 130 parade entries will pass by Homecoming fans of all ages, estimated to number nearly 10,000. The popular parade gets underway at 10 a.m. on Saturday, Sept. 27, at the corner of Higgins and Broadway and proceeds south to University Avenue, ending at the entrance to campus. The Homecoming Hustle 5K race will take off on Higgins just prior to the start of the parade.

The Missoula community is invited to celebrate with UM at the Friday night Pep Rally on the Oval

(8 p.m.), highlighted by the traditional bonfire and fireworks and followed by the All-Alumni Social at the Holiday Inn Downtown (7 p.m.-midnight). These free events will feature the UM Marching Band, UM Cheer Squad, live music, UM's mascot, Monte, and much more!

Other Homecoming events sponsored by the UM Alumni Association include painting the traditional Hello Walk outside Turner Hall, the Distinguished Alumni Awards ceremony and reception at 5:30 p.m. on Friday, and the annual Alumni Homecoming Tailgate on game day.

The fun will culminate at 1:30 p.m. Saturday when the Grizzlies meet the Northern Colorado Bears in Washington Grizzly Stadium.

Please join us in celebrating 150 years of Griz Territory! For event details and a full schedule of events, visit [www.grizalum.com](http://www.grizalum.com).



### MDA Committee Meetings

#### Advocacy

Tuesday, September 9  
4-5 pm Downtown Partnership Office

#### Master Plan

Thursday, September 18  
12-2 pm at 140 West Pine

#### Membership

Thursday, September 18  
4-5 pm Downtown Partnership Office

#### Marketing

Thursday, September 25  
1-2 pm Downtown Partnership Office

## Trees, If You Please

The MDA strives to beautify Downtown in many ways and has fielded a number of calls regarding the trees that populate Downtown and the surrounding areas. Many trees are dead, dying, or in need of maintenance. These historical trees of various species are often as old as Missoula itself. Some, including the pervasive Norway Maple, are now considered invasive species. To keep the beautiful green canopy we enjoy, actions have been taken to replant an enduring generation of sustainable trees. The urban forest, as it's called, takes a great deal of work, and many city and non-profit organizations have worked to make it possible for new trees to flourish Downtown.

The Downtown Ambassadors compiled a list of dead and dying trees and empty tree grates around Downtown. That list was submitted to the city Forester of Missoula Parks & Recreation, who are working to replace those trees. Very recently, the urban Forester released guidelines and a list of approved tree species for property owners. The program makes it easy and affordable for property owners to work with the city to keep Missoula beautiful.

#### Please visit:

[ci.missoula.mt.us/234/Plant-a-Tree](http://ci.missoula.mt.us/234/Plant-a-Tree) for the Approved Street Tree List, Tree Planting Permit, Approved Traffic Circle Plant List, and lots more information about how to get more trees!

## Member Spotlight:



by **Diane Lanning**

*Providence Health Foundation*

The Northern Rockies Regional Center of the National Wildlife Federation at 240 North Higgins was established in 1981. The Missoula office currently employs a staff of eight full-time and part-time employees. The Northern Rockies Regional Center's work advances wildlife conservation from the Dakotas to Hawaii.

National Wildlife Federation's mission is to inspire Americans to protect wildlife for our children's future. The organization pursues this mission by focusing on three conservation goals: protecting and restoring wildlife, connecting people with nature, and confronting global warming.

NWF works with 47 state affiliates, including the Montana Wildlife Federation, to empower people to conserve wildlife. NWF has over

4 million members and supporters and over 4,000 Montana members.

From its Missoula office, NWF pursues a variety of long-term projects aimed at preserving biodiversity, maintaining or improving connectivity of habitats and ecosystems, and protecting or restoring healthy ecosystems in the Northern Rockies Region. Among NWF's highest-profile initiatives is restoration of a significant herd of wild bison at the Charles M. Russell National Wildlife Refuge in north-central Montana.

Stay tuned for new Missoula-focused conservation education and outreach initiatives starting this fall, as NWF's new Wildlife Habitat and Sustainability Educator will reach out to diverse partners (including MDA members!) to promote wildlife habitat conservation at home, at school, and throughout the community. NWF aims to help Missoula be the first city in Montana to achieve Community Wildlife Habitat certification.

Above all, NWF wants to leave fish and wildlife populations in our region in better shape today and tomorrow than they were in past generations. NWF also aspires to build broader, stronger public support for wildlife conservation.

[www.nwf.org](http://www.nwf.org)

## Welcome New Members!

### Boys & Girls Club of Missoula

Jose Diaz  
1515 Fairview #243  
542-3116  
[jdiazbgcm@gmail.com](mailto:jdiazbgcm@gmail.com)

### Labor Ready

Mitch Ferm  
2025 S. Higgins  
549-1600  
[mferm@laborready.com](mailto:mferm@laborready.com)

### Noon's

Dirk Cooper  
11001 S. 6th  
[dcooper@hi-noon.com](mailto:dcooper@hi-noon.com)

### Repertoire Art & Design

Cindi Jobe  
113 W. Broadway  
471-8070  
[cindijobe@me.com](mailto:cindijobe@me.com)

## Be Your Own Farmer

Garden City Garden Supply has moved to 1000 E. Broadway. A lot is going on and they very excited to announce more awesomeness headed your way!

GCGS are proud to announce Montana Coffee Traders coffee in drink form offered up at Rocket Coffee! They have some of the best coffee and tea brewing equipment made today and will be experimenting with specialty blends, cold brew coffee, bottling and much more.

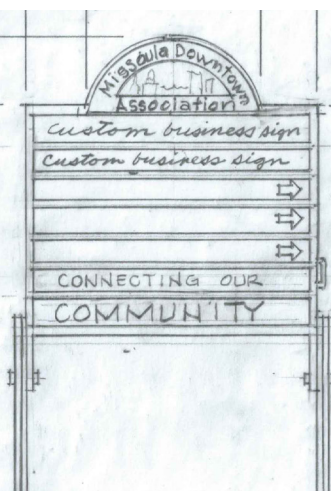
GCGS just purchased two commercial compost tea brewers! They are thrilled to bring this service to Missoula! To sum it up, compost tea can bring back the fungal and bacterial activity needed to build soil on site. If your garden just doesn't produce like it used to or if your property has been treated with chemicals in the past, we can renew its microbial activity by applying live active compost tea. Plants naturally become more resistant to disease and pest infestations. Growth is so impressive it chokes out weeds, improves root mass and helps plants to be drought resistant! So stop on by and check out the new location!

## Sidewalk Signage Meeting Sept 18

Now that summer is over, it's time to re-assess sidewalk signs in Downtown Missoula.

The Missoula Downtown Association will host a meeting on sidewalk signs on Thursday, Sept. 18 from 8:30-9:30 am at the MDA Office (218 E. Main). Discussion will center around how many businesses are placing signs off premise, what that impacts are, and the potential development of a comprehensive marketing

concept to educate the public on shopping and dining options throughout downtown.



The City of Missoula lifted the sidewalk sign ordinance in December 2013, allowing businesses to place signs off premise up to March of 2015, and Downtown Partnership staff agreed to monitor the number of signs being placed off premise. Proposed modifications to the ordinance will need to be submitted by October. City staff members Laval Means and Jen Gress will work with downtown stakeholders on potential modifications to the ordinance.

Please join us for coffee and pastries on September 18 if you are interested in sidewalk signs.



218 E Main St, Suite C

Missoula, MT 59802

Ph: 406.543.4238

Fax: 406.543.9831

[www.missouladowntown.com](http://www.missouladowntown.com)

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## Summer Series is a Wrap Thank You, Vendors!

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!



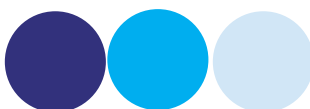
## Get Tagged? BID Can Help!

The Downtown BID of Missoula offers graffiti removal service during warm weather months, and the power washer in action.

Please do your part by reporting incidents to Missoula Police (552-6335) and the Downtown Ambassadors (396-7806).



**BID maintenance can offer bids for graffiti removal or power washing. Rates range from \$45-\$65. Daniel Tulk, maintenance manager, can be reached for estimates (370-7540). Please visit [missouladowntown.com](http://missouladowntown.com) for info.**



## Shout Outs

**Branding the Closely Held Business**, a marketing management seminar, will be presented by Mary Ellen Campbell, UM Professor Emerita and Communications Consultant on Oct. 1, 8:30 to Noon in the First Interstate Bank Conference Room. Ms. Campbell will focus on using Internal Branding to align organizational goals. She will discuss how to brand inside out. She will also suggest ways internal branding can be used to prevent internal communication blocks and enhance employee, client / customer relationships. For more information please contact UM School of Extended and Lifelong learning: [umt.edu/profdev](http://umt.edu/profdev) or 243-2705 or Missoula EconomicPartnership 541-6461.

## Host an MDA Social!

If you've ever attended an MDA membership social, you know what an excellent networking opportunity they are. We are currently seeking members to host Coffee Talk, Downtown on Tap and Membership Luncheons. Any member business interested in hosting a social in 2015 should call the MDA office at 543-4238 or email [jenny@missouladowntown.com](mailto:jenny@missouladowntown.com).

## Roots Fest Volunteers Rock

Thanks in large part to nearly 300 volunteers, River City Roots Festival went off without a hitch. In spite of fickle weather, attendance and sales were high. Volunteers each recieved a bright orange Roots shirt, and they wear them with pride. Gratitude is also owed to all the sponsors and MDA staffers who work dilligently all summer long to make the event as awesome as it's ever been. Thank you, thank you, thank you! High Five!