

## September 2016

- Board's Downtown Challenge
- Downtown Safety
- MT Book Festival
- New Member Spotlight



**President's Column**  
by **Aimee McQuilkin**  
*Betty's Divine*  
aimee@bettydivine.com

Forty-two years ago, the Missoula Public Library re-opened its doors to our community in its new home. The "modern" building was predicted to adequately serve our community for 30 years by allowing citizens to check out reading materials at no cost, furthering our culture's most successful experiment in sharing. Fast forward to 2010, six years past the library's "renewal" date (pun intended), an assessment discovered that for the size of Missoula and the services expected, our current library is a 1/3 of the needed size. Despite the advent of the Ipad and e-reader, more print materials are printed now than ever before. Books aren't going anywhere. If our library wants to acquire a new book currently, they must first get rid of one to make room.

Friends, we need a new library. For the cost of one hardcover book a year for the average homeowner, we can have one to serve us another 100 years.

I had the opportunity to tour our library this year and I hope you can find the time to take advantage of their monthly tours as well. You'll see old men reading newspapers, young families building with blocks and reading quietly to each other. I even saw a fat orange cat hanging out by the water fountain. I learned that besides being able to check out print in every format imaginable, our library is about much more. It's a meeting space, a maker's space, a community center, a movie theater, a computer classroom, a notary, a place for researching your genealogy, printing on a 3D computer or renewing your passport. I

even once drank a Double Haul in the basement meeting room while judging an amateur fashion design competition

You can check out a high powered telescope, or a birding backpack, or a life preserver, or print a topo map for a backpack trip. You can access the internet if you're like the 1 in 4 Americans that don't have it at home. Our Missoula Public Library is not just a warehouse for books. In fact, it is the busiest library in the state of Montana, with over 700,000 visitors each year.

The Missoula Public Library is a reliable anchor that draws patrons from the entire valley and beyond to Downtown Missoula. A beautiful new building will provide a much needed large meeting and events space for a multitude of different functions. Our library's dynamic collaborations with other nonprofits will create a destination-worthy cultural hub to rival those in Europe. Our library is also the #1 source for equal opportunity in our community, a value that we Missoulians hold dear.

The truth is plain, a new library for Missoula will hugely benefit our community and our downtown. ■



MissoulaDowntown.com

### MDA Board & Staff President

Aimee McQuilkin..... Betty's Divine

### Past President

Heidi Starrett.....Missoula Independent

### VP of Advocacy

Anders Brooker.....Runner's Edge

### VP of Marketing & Events

Mario Schulzke.....University of Montana

### VP of Master Plan Implementation

Ellen Buchanan.....MRA

### VP of Membership

Julie Tomasik.....AAA Mountain West

### Treasurer

Rick Eneas.....Montana CDC

### Board of Directors

Trent Baker.....Datsopoulos, MacDonald, & Lind  
Larry Brehm.....A.I.A., Architect, PLLC  
Lynda Brown.....Brown HR Consulting  
Dan Cederberg.....Cederberg Law Offices, P.C.  
Emily Costello.....Treasure State Bank  
Matt Ellis.....Missoula Osprey/Uptown Diner  
Anne Guest ... (Ret.) Missoula Parking Commission  
John Horner.....First Interstate Bank  
Kim Klages-Johns.....MSO Hub  
Diane Lanning.....Providence/St. Patrick Hospital  
Scott MacIntyre.....Badlander/GPA ATM  
Brooke Redpath.....METTLE  
Chad Strickland.....Liquid Planet

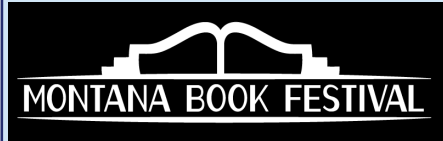
### Ex Officio Members

Rod Austin.....Missoula Parking Commission  
Corey Aldridge.....Mountain Line  
Shane Stack.....MT Dept. of Transportation  
James Grunke.....Missoula Economic Partnership

### Downtown Partnership Staff

Linda McCarthy.....Executive Director  
Leidy Wagener.....Membership & Events Director  
Kristen Sackett.....Marketing & Events Director  
Robert Giblin.....Finance & Administration Director  
Sarah Ferguson.....Operations Coordinator  
Madeleine Hoyt.....Customer Service Coordinator  
Will Greenway.....Community Development

## Montana Book Festival Returns September 20-25



The Montana Book Festival is a celebration of literary arts held each fall in Downtown Missoula. The festival seeks to provide a dynamic, evolving forum for literary engagement, as well as to foster literary community and enthusiasm for the written word among readers of all ages. This year, the festival is being held Sept. 20-25.

Over the course of several days, the Montana Book Festival presents exciting literary arts programming for participants and attendees from throughout the city, state and region. Events include readings, author signings, panels, workshops, a youth festival, special events, vendor exhibits and a book fair.

A strong foundation for this festival was established by The Humanities Montana Festival of the Book, a cultural event that delighted the community and visitors from throughout the Pacific Northwest, for fifteen years. The Montana Book Festival aims to continue this powerful legacy by hosting a major literary event that celebrates the best contemporary authors (and books) across subjects and genres, with persistent regard for Montana's unique writing heritage.

The Montana Book Festival is fiscally sponsored by the Missoula Cultural Council, which serves as a resource for the coordination, development and support of art and culture for the benefit of the Missoula community. Visit [www.montanabookfestival.org](http://www.montanabookfestival.org) for the full schedule of 2016 festival events.



## MDA Board Commits to Shop Downtown/Shop Local Challenge

*Members to Track Household Spending in September*

In an unprecedented movement to bring some fun competition and learning opportunities to the table, the Missoula Downtown Association Board of Directors has committed to a Shop Downtown/Shop Local Challenge for the month of September.

The goals of the MDA Shop Downtown/Shop Local Challenge are to:

- Support the Downtown Economy
- Learn what Downtown Missoula businesses have to offer
- Discover and support new Downtown businesses
- Refrain from shopping online and in box stores
- Learn what is not available to purchase Downtown, which will contribute to business recruitment initiatives.

Each of the 24 board members will direct as much of their household purchasing as possible towards Downtown businesses or locally-owned businesses, and they will track their household spending from Thursday, Sept. 1 through Friday, Sept. 30. Staff members will summarize all the transactions to determine:

- Most Local Business Transactions
- Most MDA Member Transactions
- Highest Level of Spending
- Most Businesses Visited

The winner of each category will **(continued right)**

receive a \$50 Downtown Gift Card, redeemable at more than 175 MDA member businesses.

"Our board members are incredibly committed to Downtown, and this board challenge has been fun to create and organize," said Aimee McQuilkin, President of the MDA Board and owner of Betty's Divine. "It will be interesting for all of us to learn more about what you can and cannot purchase Downtown."

The concept was created by Anders Brooker, owner of Runner's Edge. He and his wife, Meg, challenged themselves to shop Downtown and shop local for a full year!

"As Downtown residents, Meg and I made a commitment to just shop Downtown or to at least shop at locally-owned businesses. We learned a lot, had a great time doing it, and ended up extending it out for a year," said Brooker, who serves as Vice President of Advocacy on the MDA Board. "We thought it would be fun to take the concept to the next level, and getting the MDA Board involved was a natural fit. I think people might be surprised by the results."

For more information or to set up interviews, contact Linda McCarthy via phone (543-4238) or email ([linda@missouladowntown.com](mailto:linda@missouladowntown.com)). ■





## Making Safety a Priority for Downtown Business Owners and Patrons

In recent weeks, there have been a handful of business owners and employees who have shared their concerns about public safety in Downtown Missoula. Most of the communications have centered on incidences where folks have been aggressively panhandling or sleeping in the public spaces. Many conversations have been sparked, in part, by the efforts of Police Chief Mike Brady and the Downtown Missoula Partnership to advocate for additional uniformed officers to help patrol Downtown.

We have multiple resources to offer you and your employees, and we encourage you to take advantage of those resources, but if you feel threatened or unsafe, it is imperative that you file a report by calling 911. Making that call gets the incident on record and helps our community leadership understand the needs.

If you call 911, you can expect police, fire or ambulance to arrive depending on the nature of the call. If you call a Downtown Ambassador, you can expect Dave or  
*(continued right)*

Laurie to be there within 15 minutes. If you call Officer Roy while he is on shift, he will be there as soon as he can, but sometimes it takes a little longer for him to respond because he is oftentimes dealing with another incident.

City of Missoula ordinances prohibit actions that intentionally obstruct pedestrian passage, and it is unlawful for any person to sit, lie or sleep on the sidewalk within 10 feet of a public entrance between 6am-11pm. However, police cannot jail those with misdemeanor offenses due to capacity and costs. Therefore, the most common response is to ticket the violator and encourage them to move on.

The Missoula City Council recently approved the addition of two uniformed police officers in the FY2017 budget, which will provide more police presence Downtown and beyond.

It's not okay to feel threatened or in danger, so don't hesitate to call for help. We must work together and utilize our community resources to improve public safety in Downtown Missoula. ■

### Mauka Gallery to Expand Offerings This Fall

#### New Member Spotlight By Sarah Ferguson

*Downtown Missoula Partnership*

**M**auka Gallery + Studio encompasses the working studio of artist Susan Crawford and a gallery space where she exhibits her work and the work of other artists. The name, "Mauka," is Hawaiian for "toward the mountains," and is inspired by Crawford's years living in Hawaii. She opened the gallery in December 2015 after moving back to Montana from New York City. Crawford creates three-dimensional paintings inspired by her travels.

This fall, Mauka Gallery will be welcoming Field, a Montana wedding design studio into the gallery space. Mauka is thrilled by the opportunity to share space with Field's



creative group of young women. Field's owner, Kelsey Motes-Conners has a background in studio art, and feels that Mauka's imaginative atmosphere will be an ideal setting for her team's work planning celebrations. Field will also be designing special events throughout the year to showcase the artistic projects on view at Mauka.

Mauka is excited to be a part of the Missoula Community, and invites members of the Downtown Association to participate in the special events planned for the coming year. ■

## Important Downtown Numbers and Resources

**Call 911** if you need police, fire or ambulance services. Call if you feel threatened or in danger.

### Downtown Police Officer Andy Roy 406-396-3188

Officer Roy works 40 hours a week, and he varies those hours in an effort to keep solicitors and panhandlers on their toes. If he is on shift, he will answer the phone and/or return your call. If you not hear back from him in 20 minutes, please take the next step.

### Downtown Ambassadors

Dave Chrismon....406-396-7805  
Laurie Johnson....406-396-7806

The Downtown BID staffs 70 hours of Ambassador Services May through October. Ambassadors can respond to your call for help usually within 10-20 minutes.

### Homeless Outreach Team (HOT).....406-493-7955

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](http://www.mountainline.com) for route information.

### Chief of Police Mike Brady 406-552-6320

### Mayor John Engen 406-552-6001

*Please take advantage of all available resources to keep your time Downtown happy and safe.*

**SAVE THE DATES:**  
**September in Caras Park**

**Germanfest**  
Sunday, September 4  
2-6 pm

**Carousel Celebration**  
Thursday, September 8  
6-9 pm

**Maverick Brewfest**  
Friday, September 9  
4-10 pm

**Montana Brewer's  
Association Brewfest**  
Friday, September 23  
4-9 pm

**Baby Fair**  
Saturday, September 24  
10 am-2 pm

**Big Hip Snowboard Movie  
Premiere**  
Friday, September 30  
5-10 pm

# MISSOULA Downtown

---

## CONNECTING OUR COMMUNITY

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



### Shout Outs

**A Collection of Work by Mary Beth Percival** will be shown September, 8 at 5:30pm at Frame of Mind this exhibition will display and celebrate Mary Beth's wide range of artwork, from her famous watercolors, to original pen and ink work. Light snacks and beverages will be available at the opening reception. For more details about this event, please visit their website at: [www.frameofmindmt.com](http://www.frameofmindmt.com), or reach them at the gallery at 406-549-8589.

**Confidence in the Kitchen: Gourmet Tailgate Grilling** September 15, 6:30pm at The Good Food Store. You have to be a serious football fan to look forward to a party in a stadium parking lot. Or a serious fan of the kind of tailgate fare you'll taste and learn to prepare in tonight's class. The evening's instructor, grilling guru Paul Sidorak, is known for fabulous tailgate menus based on the local cuisine of each of the competing teams. Kick off the football season by having Paul inspire you with his playbook of delicious recipes and grilling tips and tricks.

**Playing for Change at IMAGINE FEST!** The 2nd Annual Imagine Fest will take place on Saturday, September 24. Imagine Nation Brewing is excited to announce that the event will double as a Playing For Change Day event. People will unite at hundreds of events in countries all over the world to sing, dance, play, and educate their communities about the Playing For Change Foundation's life-changing work. Last year's Imagine Fest was a huge success, and we look forward to another great day of music, activities, and beer!