

**Downtown Business Improvement District of Missoula  
Board of Directors Meeting  
Tuesday, February 20, 2018 from 3-5 pm at the DMP Office**

**PRESENT:** Tim France, Dan Cederberg, Ellen Buchanan, Scott Stearns, and Charlie Beaton

**ABSENT:** Kirk Bodlovic & Carma Gilligan, Board Members; Robert Giblin & Sarah Ferguson, Staff

**STAFF:** Linda McCarthy, Pam Udall

**GUESTS:** Jim McLeod, Farran Realty Partners; Diane Savage Connor, Opportunity Resources; and Rod Austin, Missoula Parking Commission

President Tim France called the meeting to order at 3:10 pm, and attendees introduced themselves.

#### **ACTION ITEMS**

##### **Meeting Commencement & Introduction of Guests and Public Comment**

##### **ROAM Student Living, DoubleTree by Hilton Hotel and Hotel Fox Update: Jim McLeod, Farran Realty Partners:**

McLeod began the presentation by thanking the board for allowing him to discuss their current projects. He said instead of doing a formal PowerPoint presentation, he would give the Board an update on the status of each of project underway in Missoula.

**ROAM Student Living (468 beds):** We're making a lot of progress. Our leasing office is in place and is located next to the Wilma. We've had a strong response from people interested in the ROAM property, especially considering we don't have anything tangible for them to touch. The ROAM building consists of four distinct towers (North, South, East and West). The West Tower will be ready in early July and the South Tower will be ready in late-to-mid July. The entire building will be ready in August for the 2018 UM school year. The first floor has space for four retail tenants. All four tenants are in place or almost in place – two of the tenants are food, one is a coffee shop and the third is a medical clinic.

McCarthy asked McLeod to share the price points for the housing units in ROAM. He discussed how their company commissioned a market study before they started the project. The study looked at the cost of housing at Corso, Copper Run and around the UM and the Lewis & Clark areas. When you factor in all the amenities we are offering, such as a new completely furnished room, along with a new smart TV, cable, internet, and a water system that will never ran out of hot water its very competitive. We call it "student housing" because we rent by bed, not by unit. Rent starts at \$550 per bed and goes up to \$899 for a one-bedroom unit. The pricing structure is right in the middle – below Corso and Copper Run – yet higher than the older housing near the University. Since students are not a protected class, anyone can move into the complex. Campus Advantage from Austin, Texas was contracted to lease and manage the property. McLeod explained how student housing is different from other rentals, in that leasing to students and young adults means there are difference issues, such as safety and security, to consider. For example, students will have a smart phone app that will let people into their room or not. The security system takes a picture of the person who wants in the complex and the person who lets them in.

ROAM also has a club room, fitness room, study areas, a courtyard on top the parking structure where there are grilling stations, water features, flower planters and trees. ROAM will have a cool urban feel.

**ROAM Parking:** ROAM has 308 parking spots. The City of Missoula owns the Front Street level parking (half of the parking spots), while the bottom level parking will be available to tenants. The bottom level also has space for bike storage, a bike repair station, and dry storage for camping gear. Mountain Line comes by ROAM every 15 minutes, so students can take public transportation back and forth to campus. A brief discussion ensued about public transportation and possible car- and bike-share programs.

**DoubleTree by Hilton Hotel:** McLeod said the hotel will be renovated in three phases. The first phase includes the ballrooms. The second phase includes closing Finn & Porter to create better seating and deck improvements. The third phase will start in 2019 with improvements to lobby and bar area, fireplace, and guest rooms. They plan to embark upon a Master Plan for the facility that includes renovations of the pool area. McCarthy asked if the Master Plan includes an opportunity to extend the walking trail below the hotel without infringing on guests.

**Hotel Fox:** McLeod said they started the collateral agreement process in the Fall of 2016 and explained how it's been a complicated process with many moving parts. The collateral agreements were approved by the City Council last November. McLeod explained how his company is finalizing their market research studies and once that analysis is completed, they will begin work on design. Dick Anderson was contracted to help with engineering. He said, the hotel also will be a Hilton property. His company is meeting with local groups to fill the commercial spaces available, and he hopes to have "Letters of Intent" in the next month. When asked about next steps, McLeod noted the design process will take approximately 18 months, and the permitting will take six months.

McLeod said he could not have built ROAM if it wasn't for the leadership of Downtown Missoula and the Downtown Master Plan. He emphasized that Missoula is the best community to work in as a developer because of folks like Buchanan, Austin, McCarthy and the organizations they serve.

**Clean Team 2017 Overview:** Diane Savage Connor said they had a great year but had trouble hanging on to a supervisor. However, they have hired a new supervisor who will start on March 5. She also discussed the long length of service of five Clean Team members -- two long-term team members left, one left for a job at Walmart; another to deal with family matters. There have been several new Clean Team members and several subs. She reported that the services provided to the Missoula Parking Commission last Aug-Oct worked well. The Clean Team loves working four days a week, and the Clean Team Contract is good for ORI. ORI is concerned about future funding with all the state cuts, and there is potential for those cuts to impact some members of the Clean Team.

## **ACTION ITEMS**

**Approval of Minutes:** McCarthy noted that Kirk Bodlovic was marked as absent in the January minutes but was present. She said the January 2018 minutes will be changed accordingly. Cederberg moved to approve the minutes from the January meeting. Beaton seconded the motion, and the minutes were unanimously approved.

## **NON-ACTION ITEMS**

### **Finance Report**

In Giblin's absence, McCarthy presented the monthly financial report. She indicated the BID's cash position was up 10 percent. The BID was credited with \$37,000 in tax assessments for the second half of December 2017. This was done via journal entry on the city books.

McCarthy noted an \$1,800 entry for repairs to the Kubota. She reminded the Board members the BID purchased the vehicle in 2009. Since 2011 repairs for the Kubota have totaled more than \$19,000. We may need to discuss replacing it. Discussion ensued if the BID should purchase another Kubota or a pickup. A subcommittee was formed to evaluate the need for a new vehicle, what type, and the feasibility. Committee members are Beaton, France, and Bodlovic.

McCarthy said the BID will need to evaluate its maintenance footprint as ROAM, The Merc and other new developments are completed Downtown. The Board discussed the need to create a BID Renewal Task Force to start evaluating the BID districts, boundary, assessments and survey. Pam Udall will take the staff lead on renewal. Buchanan, Cederberg, and Rod Austin will serve on the Renewal Task Force.

### **DMP Strategic Plan & Communications Plan**

McCarthy and Udall gave a brief overview of the 2018 Strategic Plan and Communication Plan. McCarthy highlighted the DMP'S 2018 goals and priorities as outlined in the strategic plan, while Udall briefly discussed key strategies outlined in the Communication Plan that would help the DMP achieve its goals and objectives. McCarthy asked the Board for feedback. France commended the staff for putting together a detailed plan and appreciated their work.

### **Master Plan Update Fundraising:**

McCarthy updated the Board on the fundraising efforts for the Master Plan update. To date, nearly \$150,000 has been raised. Stearns indicated his firm was evaluating the ask and thought it should have been larger. He suggested we should ask for larger contributions in the future. He also suggested we look at the new tax law to see how it could impact fundraising efforts. McCarthy told the Board the RFP for the Master Plan Update would be issued in May.

### **Annual Ratepayer Meeting**

McCarthy reported that the annual meeting of BID Ratepayers will take place on Wednesday, April 18 from 4-5:30 pm at the Stockman Bank. Andy Halloran from HomeBase Montana will be the keynote speaker. She anticipates attendance around 75-100 people.

### **Updates on Maintenance and Need for Expansion**

McCarthy told the Board the Stockman Bank requested maintenance/garbage services and expects more requests in the future. The BID will need to purchase more trash & recycling receptacles and will plan to split the cost 50/50 with those request additional cans, which cost approximately \$1,000 per can.

## Updates on MDA & MDF

McCarthy provided an update to the Board members on these activities:

**Winter BrewFest:** Winter BrewFest was held on Saturday, Feb. 17 and had a turnout of around 2,400 people in attendance. The event was fantastic, especially with the fresh snowfall.

**MDA Awards Banquet:** She also thanked the Board for attending the Annual Awards Banquet, which celebrated Cederberg's 30-year commitment to the MDA Board. The event was sold out. She told the Board the event video would be posted on the DMP's website and Facebook page.

**MDF Poker Tournament:** The Foundation will hold its Poker Tournament on Sunday, March 4. Doors open at 11 am, and playing will begin at noon. She also mentioned the Foundation completed the work needed for the Caras Park Endowment and the Community Fund, which is a sustainability fund to help with administrative expenses. Ten-percent of the license-plate fees will be directed to the fund.

McCarthy explained that DMP was starting improvements at Caras Park by replacing canopy over the bandstand, which is estimated to cost approximately \$35,000.

With no new business or announcements, the meeting was adjourned at 4:55 pm.