

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

PRESENT: Tim France, Dan Cederberg, Ellen Buchanan, Scott Stearns, Charlie Beaton, Kirk Bodlovic, Carma Gilligan

ABSENT:

STAFF: Linda McCarthy, Pam Udall, Robert Giblin, Sarah Ferguson

GUESTS: 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

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Approval of February Minutes: Beaton moved to approve minutes from the February meeting. Cederberg seconded the motion, and the minutes were unanimously approved.

Review & Approval of Proposed BID Ratepayer Survey: McCarthy explained the annual survey is upon us and this year it will be much more comprehensive and will be available to be completed online. There will be a link on the invitations for the annual meeting. Udall ran through the draft of the survey with the board. The goal is to learn if we are meeting the expectations of the ratepayers and what the BID can do to improve and expand its services. The BID questions in the MDA member survey all came back extremely positive. Beaton commented that leaving the question about what people would like to see added to the services should maybe be left blank so people don't get the expectation that these services will definitely be provided. A discussion on how best to ask the question ensued. Udall will be changing it to read, "Are there additional services you would be willing to pay more for? What are they?". Stearns asked if there should be a question regarding area expansion for the BID. At this time the question is too hard to ask. There was no additional feedback on the survey. Stearns commented this might be good data to share with realtors in the area. Stearns said the board should consider bringing the Missoula Organization of Realtors into a board meeting to talk about commercial realty. A discussion on the event Missoula Market Watch ensued. The board talked about how to reach more people and increase the amount of people who are ratepayers to provide their email addresses.

Cederberg moved to approve the BID ratepayer survey. Stearns seconded, all in favor and the motion passed unanimously.

Review & Approval of Proposed City of Missoula Budget Narrative: McCarthy explained the BID budget narrative needs to be put before the city for council approval. This is generally a “business as usual” document, but does include the Business Development position and the Downtown Masterplan update. Bodlovik moved to approve the City of Missoula Budget Narrative. Buchanan seconded, all in favor and the motion passed unanimously.

ORI Clean Team Contract: OR has requested a 4.7% increase for services in 2018-19. The increase would add \$2,000 for the year. The Missoula Parking Commission is not interested in contractor for their services, so the Clean Team will only be working Monday–Thursday. Beaton expressed support for the increase, as did Buchanan. It was suggested to extend the contract through spring of 2020 to coincide with the BID’s term of existence, so we don’t have to renegotiate for next year. The Finance Committee supports the 4.7% increase.

Beaton moved to approve the ORI Clean Team contract increase. Cederberg seconded the motion, which passed unanimously.

Missoula Downtown Heritage Tours: Request for \$2,500 for program launch: McCarthy explained this idea came out of the conversation around the Merc building and the Unseen Missoula tour – where over 1,000 people showed up to see the tunnels in Missoula. Out of this a working group was organized and the Historic Preservation Committee put together a team of community members to bring together tours. Initially, these Heritage Tours will start as walking tours and will roll out in the month of May during Historic Preservation Month. The group is seeking about \$10,000 in start-up funds. There is a request that the BID put forth \$2,500 towards funding this program’s beginning. The line item this would come from is planning and projects. France asked if the idea is that this would become a self-sustaining program. The hope is that it will become self-sustaining and there will be research of other communities that have similar programs.

Beaton moved to approve the BID contribution to the Missoula Downtown Heritage Tours, Buchanan seconded, all in favor and the motion passed unanimously.

NON-ACTION ITEMS

Design Excellence Project: Last Meetings TODAY & TOMORROW: McCarthy encouraged the board to attend the Public Workshop & the Downtown Stakeholder Meeting. She distributed a copy of the draft Design Standards, and discussion on what Design Standards mean ensued.

Finance Report: McCarthy went through the Profit/Loss document. Assessments are up slightly from last year. The garbage contract with the Flushing District is coming in as expected. There will be \$15,000 in the budget this year to replace the pick-up truck. Eight new garbage cans for downtown have been purchased. Stearns wondered if we could look at what a new building like the Stockman Bank looks like to assessments and what that will mean for the BID. That information is not pulled up regularly, but it can be. McCarthy pulled up the assessment spreadsheet for 2018 and the board looked at various properties in the downtown area and their assessments. Stearns suggested the BID track the top 10 properties in terms of assessments each year.

Review of BID FY2019 Proposed Budget: McCarthy went through the draft budget. The board will be voting on this next month. Safety/Salary/Benefits will be increasing by 3%. The contract with the city calls for replacing the old square cans. Wayfinding is still in the budget for the information kiosks. McCarthy asked the board to please review this draft before next month's meeting.

Master Plan: Fundraising Update & RFP: Now have raised \$192,000. There are still about 12-15 businesses left to close. There will be requests in front of MRA and the Parking Commission. The RFP will be released in May.

Annual Ratepayer Meeting: Wed., April 18 from 4-5:30 pm at Stockman Bank: Andy from HomeBase will be the keynote speaker. There will be folders with information provided for those in attendance. Buchanan commented it might be a good idea to have some before and after photos of projects that will be coming up such as, the library, Merc, Hotel Fox, and ROAM. McCarthy and Udall will work on programming.

Mission Areas

- **Maintenance:** Staff has been focused on spring cleaning, relocating garbage cans, and getting some maintenance done on the vehicles.
- **Clean Team:** The Clean Team has a new supervisor, Aaron Soria.
- **Ambassador:** Dave will be bumping his hours up to 40 hours per week the first of May.
- **Policing:** A discussion on the Dedicated Downtown Police Officer ensued. Cederberg asked if we should inquire about the two police officers that will be coming out for the summer. McCarthy will reach out to Chief Brady.

New Business: Half of the HOT funds were sent to the Poverello Center earlier this winter, since they're overcapacity and needing some additional support. McCarthy review the results of the MDA Membership Survey, focusing specifically on feedback regarding the BID's Clean & Safe programming.

Gilligan pointed out that the mission statement on the BID in the communications plan is incorrect. Udall will make the correction.

Announcements: Officers will be elected next month.

Meeting adjourned at 4:55 pm