

Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, June 19, 2018 from 3-5 pm at the DMP Office

PRESENT: Tim France, Dan Cederberg, Scott Stearns, Kirk Bodlovic, and Carma Gilligan, Charlie Beaton (arrived at 4 pm)

ABSENT: Ellen Buchanan, Robert Giblin

STAFF: Linda McCarthy, Pam Udall, Sarah Ferguson

GUESTS: Rod Austin, Missoula Parking Commission

Meeting Commencement & Introduction of Guests and Public Comment

Tim France called the meeting to order at 3:10 pm.

As the official guest for the meeting, Rod Austin opened the meeting with an overview of what the Parking Commission has been working on this summer. Park Place Garbage should have new gating equipment by the end of today. When the gating project is done, all three parking garages and Caras Lot will have new gating equipment and systems. The automated system will help get people in and out of the garages more efficiently. The Central Park Garage will be the biggest change for the public, as they are getting rid of the human-staffed booth. The removal of the booth in Central Park may cause problems because the public will have to leave their vehicle to pay for the space in the garage.

License Plate Recognition (LPR) technology will be implemented in July with the scooters. With this technology, the downtown area should be able to be patrolled more regularly all day. Stearns commented there will need to be a robust education campaign for the rollout LPR, and Austin agreed, noting there will be a press release and a radio campaign about the new gate arms. However, when asked, Austin acknowledged that the MPC currently doesn't have an actual plan, but will formulate one when it is time.

A discussion ensued on the potential for managed parking on and around the Hip Strip, as some stakeholders there are asking for parking management. The city council has the authority to expand the parking commission's jurisdiction, so further discussions will likely take place.

As of July 1, on-street parking on the west side of Clay Street and the north side of East Alder will be converted into managed lease parking. The demand for lease parking is increasing rapidly, and they already have additional areas and streets that will also be converted. How are the downtown employees finding out about these changes? Notices are placed on cars and at residences. Ferguson agreed to publish the announcement in the July *Downtown Lowdown* newsletter.

Parking is expected to change dramatically on East Front Street. There are no parking requirements for development occurring within the Central Business District (CBD). A discussion on CBDs and Urban Renewal Districts ensued. Udall commented that when she talks to people thinking about moving businesses into downtown, they are generally discouraged by a perceived lack of parking. Udall recommends we develop talking points to help change the misperceptions and reduce the anxiety around the new projects coming to downtown, particularly ROAM and the Merc. McCarthy and Stearns both commented that Park Place is widely underutilized

and that most of the parking spaces are long-term leases, which means they are not available to the general public if though they are always vacant. That has been very frustrating for both customers and Downtown business owners and employees. Austin commented that eventually the parking garage will be pay-to-park 24/7.

A discussion ensued on future parking development and the financial needs for an additional garage. Austin shared that both Central Park and Bank Street Garages are debt-free but in need of major maintenance upgrades. There has been an expressed interest in the MPC extending its jurisdiction to the Old Sawmill District, so that will likely be reviewed and vetted in the next few months.

ACTION ITEMS

Approval of Minutes

Bodlovic moved to approve the May minutes. Cederberg seconded the motion, which passed unanimously.

Review & Approval of Fiscal Sponsorship Agreement with MDF: DTMP Update: The foundation will collect and hold approximately \$200,000 in private contributions towards the Downtown Master Plan. The BID will be the agency and contractor for the update. Debt incurred will be the BID's responsibility, but will be paid out by funds raised for the project. MDA, MPC and MRA contributions to the plan will go directly to the BID and not through the Foundation. Cederberg moved to approve the Fiscal Sponsorship Agreement between MDF & BID. The motion was seconded and unanimously approved.

NON-ACTION ITEMS

Finance Report: The BID has about \$78,000 in cash in the bank. The BID has not received the second assessments, but should receive them in late June. There was \$2,445 in tax collections in the month of May. The garbage contract brought in just over \$5,083. Revenue for the year is on budget with about \$450,000. Expenditures include the purchase of the new pickup truck, as well as a new plow and installation equipment for that truck. The BID has just one more payment to joint marketing and one more payment to the Homeless Outreach Team. The ratepayer communications is at about \$4,000. The BID is in a good solid cash position.

The BID credit card was fraudulently used in both April and May, so staff has contested the transactions and closed the account. We opened a credit card account with MFCU as a replacement. Cederberg asked if the city's \$50,000 contribution to the DTMP would be made this fiscal year, and McCarthy noted that it would most likely happen during FY2019. It will be considered a carryover, not a payment, but Giblin said he can make it a journal entry. A discussion ensued on how to best handle documenting the timing of the payment of the \$50,000 to the Downtown Master Plan, and it was decided that the \$50,000 payment noted in the 2018 budget will be carried over and paid in fiscal year 2019.

Master Plan RFP: The deadline for proposals is June 29. The Selection Committee is chaired by Buchanan. The Master Plan Implementation Team will now transition into a Steering Committee. There have been about 10-12 planning firms who have reached out for more information. One planning firm will be coming for a site visit tomorrow.

Policing: The School Resource Officers are now out on bike patrol and policing seven days a week. A discussion on panhandling and loitering ensued, and folks generally expressed that the environment is improving.

DDPO Randy Krastel: While the BID Board has not met Officer Krastel yet, MPC Director Rod Austin shared with the group that he is really happy with Officer Krastel's engagement with Downtown stakeholders. Krastel will

likely come to the August BID board meeting. In reviewing the police stats, it was noted that there were only two citizen assists in the month of May, which was the transition period between Officer More and Krastel.

Business Development Update: The board reviewed the real estate investment report and the business development report, and discussion ensued about companies opening recently in the downtown area. Udall offered to set up a tour for the BID board of the ROAM building in the near future.

Organizational Updates

MDA: Ron Kephart, famously known as the Missoula Dancing Guy, passed away at Out to Lunch June 13. It was tragic and a first for the MDA, but he died doing what he loved. MDA has had two weeks of robust attendance at both Out to Lunch and Downtown ToNight. The MDA BBQ is Tuesday, July 17, and all BID board members are invited. MDA membership is at an all-time high of more than 500 members right now.

MDF: Karen Snow's last day is Thursday, July 21; she is leaving to return to selling advertising for ABC Fox TV. Unseen Missoula Tours are very popular and booked out through August, so we will likely be looking to add a couple more weekly tours. Tours are \$10 per person and can accommodate 10-12 people per tour.

DMP: The staff reviewed the annual Communications Plan this morning, and we have accomplished many of the goals set forth in that plan at the half-way mark. There are, however, some additional projects to work on.

With no additional business or announcements, Vice President Beaton, presiding for the departed France, adjourned the meeting at 5:04 pm.