

**Downtown Business Improvement District of Missoula**  
**Board of Directors Meeting**  
**Tuesday, March 19, 2019 at the DMP Office (218 East Main)**

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

**Staff:** Linda McCarthy, Robert Giblin, Bram Moore

President France called the meeting to order at 3:08pm.

**Approval of Minutes:** Beaton stated to change start time of February Downtown BID Meeting from 4:12pm to 3:12pm. Beaton motioned to approved February 2019 meeting. France seconded motion and motion passed unanimously.

**Review & Approval of Proposed Rate Modification for Public Parcels:** Giblin gave a review of the BID Renewal Process and informed the board that the committee did an analysis of 22 properties in the district and how the valuations on those parcels have changed since BID creation in 2005. The committee recommends the BID revise the assessment schedule for the parcels of city land, city parks, county land and the Missoula Parking Commission by 14% to mirror the average increase of values since 2005. Beaton noted the need to get City Council approval for the increase, and McCarthy added that a formula for city and county land is needed because its tax exempt land. When asked, Giblin said it will bring an increase of approximately \$15,000 total per year. Stearns talked about how BID needs to be able to answer tough questions and how much of an increase will be for private businesses. Discussion ensued about if we look at taxable value or property taxes and how we answer those questions and be consistent with our answers. Giblin talked about how we are confident in our BID database and what we will look like in 10 years. Buchanan talked about that this will not be a hard sell to the city and that taxes will only be raised for publicly owned land. McCarthy reminded board that BID is all about keeping our shared space clean and safe and that our goal is to approve this program and move ahead. Gilligan and Buchanan both reinforced the idea that BID needs a standard sheet of FAQ's. Stearns motioned to approved proposed rate of modification for public parcels. Beaton seconded motion, which passed unanimously.

**Finance Report:** Giblin gave a brief of February 19 financials. He noted BID is carrying a balance of \$193,991.74. Business was as usual except for paying our pay of \$183,000 for the Master Plan. Payments are still being made out to Dover Kohl for the Master Plan. BID started out in 2005 with \$228,000 and today is at \$312,000. Stearns added that all city and county bonds pass at the same level. Missoula is fine with giving more if they see good outcomes. France added as downtown evolves, we will need more help with safety and the homelessness issue. Stearns noted that there will be thousands of more people in downtown once all the hotels get built and asked the question if we could use a new dedicated downtown police officer. Beaton mentioned that we have not seen any revenue from all the property projects that are taking place and maybe the revenue from new projects would pay for a new police officer. Giblin noted that \$15 per year per parcel will pay for a new police officer. Buchanan was concerned that people do not see the police officer in Zone 2 except in the area of the Poverello Center. She also noted that you get the biggest return by raising the taxable value on parcels. McCarthy added that may be because he does patrol in an unmarked police vehicle. Giblin mentioned that the increase

would not just pay for another police officer but all services. He said we are doing more and more in maintenance services.

**Downtown Master Plan Update:** McCarthy informed us May 21, 22 and 23 will be the dates that Dover Kohl will be in Missoula to present their updates on the Master Plan. Some angst has come up involving business and property owners on the Hip Strip involving the Master Plan. A meeting has been set up for April 4. Beaton explained that some business owners feel slighted for not being invited to a deep dive meeting. He explained that the Penwell Building owners have not been upfront with their tenants and that the Master Plan is steering them towards new building developments that they do not necessarily think should happen. McCarthy mentioned that Spider McKnight has asked to be paid more because she is over extended and has gone above and beyond for the Master Plan. A discussion took place about having the Master Plan update at the Wilma. Spider thinks that the disenfranchised do not feel welcome at the Wilma and may not attend if it's held there. It was discussed that the meeting could be held at Hellgate High School or Sentinel High School but we are not sure if they have the capacity for the 300 people expected to be in attendance. Parking is also an issue if it was to held at Hellgate High School. Beaton said he thought the Wilma is so set up for this kind of meeting and its downtown and a BID rate payer. The majority of people would like to have it at the Wilma.

**Higgins Bridge Rehabilitation:** McCarthy gave a review of the Higgins Bridge Rehabilitation project and informed us that it is ongoing. The Penwell building wants to do their project during the same time period that the Higgins Bridge will be re-decked. Parking for this project could near the Boone & Crockett Club or near the Missoulain. Buchanan added she did not know if this would solve the parking problems for the Hip Strip. It's possible the Penwell Building turning into a nightly rental facility and food hall creates a parking issue that is not there now. McCarthy noted the Higgins Bridge re-decking will end up being about a \$15 million investment. It will be comparable to the Madison Street Bridge project. MDA will take a deeper look at what we should do with Caras Park events. We are not exactly sure if we will move events, shut down for the season, or deal with the construction being in that space.

**BID Annual Ratepayer Meeting:** McCarthy gave the board an overview of the event to take place on Wednesday, April 17 at the Missoula Mercantile from 11am till 1pm. The GM from the Missoula Mercantile will be introduced and describe the project and tours will be available of the building. We will also be talking about the Days Inn Hotel project and Unseen Missoula. Stearns mentioned we should talk more about our future vision rather than what is happening now. The board recommended we invite Ambassador Dave, Officer Krastel, and the Downtown Clean Team.

**Partner Updates:** McCarthy informed the board that Pam Udall resigned in mid-February. MDA does not have enough money to post a full time job at this point. Part time employment was budgeted at the end of 2018. She mentioned we may want to move that back up to full time as it is currently posted as a part time job. The Foundation is hoping to receive a grant from Destination Missoula to host conference in October. Our hope is do book room blocks at the Missoula Mercantile and Holiday Inn. The conference would be held at a variety of different places downtown. We would like to bring in a keynote speaker that is based outside of Missoula and that works within the downtown development arena. McCarthy mentioned that Dover Kohl could be an option. She informed the board that MDA is currently fundraising for summer events season. The Marketing Committee did an RFP for video service provider for events. She added that Downtown Ladies Night is coming up on Wednesday, April 24 from 5pm till 8pm. The board was informed that Shane Stack is leaving MDT to work for the County and will

also step down from the MDA Board. Donny Pfeifer has been asked to step into the same roll on the MDA Board. Giblin added that maintenance will be installing garbage cans around the Missoula Mercantile and that the Business Development Committee will be start talking about the micro apartments on Clay Street and that there will be no parking for those tenants. It was mentioned that if the Penwell Building Project is approved, all those businesses and tenants will be displaced. Cederberg added that there is a tension between business owners and property owners. McCarthy talked about how Bathing Beauties does not want to move but does eventually want to own their own building. Right now the owner just does not have the resources to do that. Buchanan said we need to communicate that we want to keep them downtown and we will do what we can to help.

**New Business:** McCarthy informed the board that a special fund may be needed for DDPO, Randy Krastel. Giblin said that a line item in the budget call Contingency could be used for a fund for Officer Krastel. Cederberg discussed that we usually use that money for when something happens like when it was used for the Roxy Theatre. He would be open to approving a fund just no the Contingency line item. McCarthy added that we should have \$1,000 in that fund for Officer Krastel to use. She also added that Beaton and Gilligan are terming out but she had talked to the Mayor about keeping them on during the renewal process.

With no new business, the meeting was adjourned at 4:27pm.