

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

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

Staff: Linda McCarthy, John Corwin, Robert Giblin & Bram Moore

Tim France called the meeting to order at 3:07 pm.

Meeting Commencement & Introduction of Guests: France introduced City Clerk Marty Rehbein and Downtown Ambassador Dave Chrismon.

Discussion on Downtown BID Renewal Process: City Clerk Mary Rehbein explained the BID is at 70.09% of petitions signed for approval of renewing the BID for the next 10 years. She has spent a lot of time going over properties in the district. Rehbein added there was controversy in how to measure out parcels for condos. Rehbein added that Corwin's method was more democratic. If you own a condo you may have a condo on the first floor and you may have a storage unit in the basement. Property taxes puts them into a different property taxation. She explained that we have added them together. There will be an Administration & Finance meeting on November 20 and the BID petitions will be presented there. Rehbein explained that this will be a three-pronged protest. They City Council should adopt on Monday, November 25 and this kicks off a notice to the City Clerk office the right to protest. This notice will go to all of Rehbein's tax list. There are 446 owners in the district. If more than 50% are against BID Renewal that it cannot be renewed. The public hearing will be December 16. Rehbein added that we can quantify that 29.1% have not been returned but we do not know how many of those are against BID Renewal. Stearns asked if 30% have said no and Giblin answered we do not have that information. We just know that they have not been returned. McCarthy thinks we will have at least 5% - 10% that protest BID Renewal. McCarthy added that we have strong support and we are in the final motion to adopt the BID for another 10 years.

Discussion on Downtown Ambassador Program: France introduced Downtown Ambassador Dave Chrismon. Chrismon explained that this was his fifth summer working for BID and the year went well. He said there are fewer transients causing fewer problems. He thinks there are more visitors in the business district because of the new hotel. Chrismon had much fewer interactions with the public about problems with the parking meters. Chrismon stated that there are areas of Downtown that become dirtier after specific events. There was a lot of garbage out after Homecoming weekend. He noted that we may want to look at those days and see if we could get more coverage. Chrismon stated that there have been a lot of more abandoned shopping carts appearing in Downtown. Alleys being used as a bathroom has been increasing this year and may want to look at this more to fix the problem. Buchanan added that Parks & Recreation is taking away the port-a-johns because of the increase of needles in them. Stearns asked what a normal day is like for Chrismon. Chrismon explained that he'll walk the same route generally. He'll help people with parking meters and this is a good ice breaker to see what they are doing Downtown. During the summer, about 60% to 75% of people he talks to are from out of town. Gilligan asked if he is still doing graffiti removal for the Police Department. Chrismon said he is now doing that during work hours because there is so much that needs to be cleaned up and not enough work hours. France stated he thinks Chrismon is the most engaged Downtown Ambassador we've had. Buchanan said she sees Chrismon out engaging with the public a lot. Giblin added that he thinks we have the capacity to hire another Ambassador because of tax assessments. He thinks we need to do this with Downtown continuing to grow. He also thinks that the Downtown Police Officer and Clean Team programs could grow.

Approval of Minutes: Gilligan motioned to approve the October minutes. Stearns seconded the motion, which passed unanimously.

Review & Potential Support of *Greeting from Missoula Mural*: McCarthy explained this is a project that would be done by an artist who is going across the nation to do greetings mural in every state. It would be about a \$25,000 expense. The Missoula Downtown Foundation would take lead on this. The location for this project would be the alley at First Montana Bank on Higgins Avenue. This is an alley activation project and the Foundation has applied for a City of Missoula Neighborhood Grant. The Missoula Downtown Foundation has pledged \$5,000 to this project. Beaton expressed disappointment that this would not be done by a local artist. The artist would do eight iconic Missoula images in the eight letters that spell Missoula. McCarthy added that we would need to create a partnership with the artist to make this happen. The artist would most likely do this in July or August of 2020. This project falls in line with the Downtown Master Plan. Destination Missoula is also very interested in supporting this project. There would be a lot of great PR from this project. This project would take about two weeks and would include providing housing and scaffolding. Beaton stated that he thinks a local artist could do just as good at a fraction of the cost. Stearns also likes the idea but would rather have a local artist involved. Buchanan likes the idea of it being on an alley wall and that a local artist should be involved. After much discussion, McCarthy said it may be a good idea to defer the decision till next month's meeting. France would support if the majority of other organizations decided to do it. France motioned that we approve on a condition of supporting the project for \$5,000, conditioned on funds being raised to complete the project, the owner of the building support the project financially and maintain for 5 years and that a local artist will be part of the project. Stearns seconded the motion. France, Cederberg and Gilligan all voted for while Beaton and Buchanan opposed.

Review & Potential Approval of DMP Contract & DMP Allocation for 2020: McCarthy presented the BID Board the contract with the DMP. This is set up as a three-year contract. The contract is just for labor, benefits, insurance and a portion of supplies. Giblin added that this was mostly for operational costs and showed the percentage breakdowns. BID would pay for 50% of Executive Director salary, 25% for Finance Director salary and the rest would be spread out between the Maintenance Manager and the Business Development Manager. The goal is to get BID to 40% contribution level to the DMP. There would also be a 3.5% increase for salary increases. Beaton motioned to approve the DMP Contract and Allocation for 2020 contingent upon approval of MDA and DMP. All were in favor and the motion passed.

Financial Review: Giblin showed that BID has a cash position of \$44,937.26 as of October 31. We have a little less than last year because of our payments to the North Riverside Parks Plan and the Master Plan. BID is in fine cash position as we will start getting tax assessments in January. There is not a lot happening in profit/loss. Giblin stated BID got \$15,000 from Parks & Recreation but that went right out for the North Riverside Parks plan. Contributions have been made for BID administrative contracts. The Downtown Police Officer and Homeless Outreach team are paid out in full. There are some changes in the Computers line item because we had to make upgrades for our operating system as Windows 7 will be working in January. Gilligan asked why we have negatives and Giblin explained it's because tax assessments have not come in yet.

Update on North Riverside Parks & Trails Planning: McCarthy explained that the Downtown Master Plan has been approved by City Council on November 4. One City Council member voted against it and there have been some residents against it. We had 11 different organizations adopt the plan almost all unanimously. McCarthy said that we will have ten copies shipped to our office. We have done planning with seniors as well as with kids.

Follow-Up on Strategic Planning: The biggest ideas were integration and communication. We will likely set up a task force for both. We would like to have more integration with three different boards coming together more often.

Mission Updates: McCarthy explained there has been no change in policing. We have hired a second maintenance manager this last week. He will be doing weekend garbage's and plowing for the weekend. He has been heavily involved in Downtown Missoula with a variety of different jobs in the area. Clean Team will be coming in for hot chocolate date. We are working on updating our economic report. McCarthy said we are having discussions on how to report progress. Once BID Renewal is behind Corwin, he can start working more on business developments. Some trees on Higgins Avenue have been wrapped with holiday lights. Kroenke wrapped 13 of them himself.

Announcements: McCarthy announced the Downtown Holiday Party on December 12 at the Holiday Inn. She also announced the dates for Parade of Lights and Festival of Trees.

France adjourned the meeting at 5:34pm.