

Downtown Business Improvement District of Missoula
Board of Trustees Meeting
Tuesday, November 16, 2021 at 3 pm at the DMP Office (218 E. Main St.) and Zoom

Present: Carma Gilligan, Dan Cederberg, Ellen Buchanan, Karen Sippy

Absent: Scott Stearns, Dr. James McKay

Staff: Linda McCarthy, Jack Hall, John Corwin, Bram Moore

Guest: Annette Marchesseault, Missoula Redevelopment Agency

The meeting was called to order by Dan Cederberg at 3:05pm.

McCarthy introduced new Director of Finance Jack Hall, who gave a brief overview of himself and his experience.

Approval of Minutes: Sippy motioned to approve the minutes from the September Board Meeting. Gilligan seconded the motion, which was unanimously approved.

Review & Approval of West Broadway Master Plan: McCarthy introduced Annette Marchesseault, Project Manager at the MRA, who presented the final draft of the West Broadway Plan. As an addition to the Downtown Master Plan, the West Broadway Plan focuses specifically on the land between Broadway and the River from Russell Street to California Street. The city owns the Missoula Water property and the Sleepy Inn, and both take up a lot of space in the area. The plan was funded by MRA (\$40,000) and the Big Sky Trust Fund Planning Grant (\$25,000). Dover Kohl & Partners hosted a five-day virtual charrette in the spring, and CREW helped develop and implement a very robust outreach project. CREW went to door to door in the Westside Neighborhood to get some great feedback from area residents. We had around 340 people participate in the planning process for the area. People who took part in the charrette feel like the draft plan is on the right track. The plan is ready for adoption, and several entities will be asked to approve the plan, including the BID.

Marchesseault then shared and reviewed the plan's Five Big Ideas. One of the most common expressed concerns was that West Broadway is very hard to cross, both on foot and in a vehicle. The plan creates a main street and town square and improves connections to the river. The planning team heard over and over again that we need affordable housing in the area. The plan works to develop an improved entrance into Downtown Missoula.

Sippy asked if a pedestrian overpass was considered. Marchesseault noted it came up, but was not included in the plan for a variety of reasons. Sippy asked if existing businesses would have access to public funds to upgrade their properties. Marchesseault responded it would most likely be on a case by case situation. Buchanan responded that the MRA is slated to sunset in 2030, so there could be funds for building or exterior upgrades. Gilligan asked where the parking will be for #1 and #11 on the Illustrative Plan, and Marchesseault emphasized that parking remains a top issue and it was for this planning process, as well. **Cederberg motioned for the BID to approve the West Broadway Plan as an addendum to the Downtown Master Plan. Sippy seconded the motion, and the BID Board unanimously approved the West Broadway Plan.**

Financial Review & BID Audit Update: McCarthy said there isn't a lot of movement in the financials. We have just under \$170,000 in the City's BID account and about \$25,000 in the First Security bank account. With very little activity in the profit and loss statement, McCarthy reported that staff is preparing the trucks for snow plowing, so there will be expenses incurred to fit the new truck with a plow. The BID paid \$50,000 to the Foundation for Caras Park Phase 1 construction. Grace McKoy from Anderson Zurmuehlen is doing the BID Audit, and she has been provided with all the required documents.

Mission Work: McCarthy noted we still do not have second dedicated police officer as of yet. We have checked in with the Police Chief about this, and he is understaffed right now. He noted the BID will not be billed for those services. Officer Gillhouse has been very active in downtown. The Clean Team has been busy trying to get all the leaves in the street for removal. Things are going well with the Clean Team.

Corwin gave an overview of business activity, noting there are some businesses that are moving or closing. Sorella's will be closing, but the new owner will have something similar. Big Sky Breakout is closing. Hype House is moving to a bigger building. Taco del Sol is still working on building upgrades and has not opened yet. Gilligan asked if the Missoulian property got rezoned. McCarthy responded yes. Sippy announced that Radius Gallery is expanding to the upper floor, and Relic will be moving into the adjacent building once the renovations are completed. Corwin also mentioned that Cambie Taphouse has opened a second location in the Old Sawmill District.

Street Décor Updates: Garland, decorations, banners, flags, benches: McCarthy said that we will be starting hanging the garland and lights this week with help from volunteers and Ray Kroenke. We will not be expanding the electrical network for the large decorations because Liberty Electric doesn't have capacity to do that project this year. We will be purchasing more Downtown Missoula canvas banners soon, once the design is complete. We do need to do some work with the American flag program. Additionally, we may want to consider purchasing benches for the plaza at Third street and maybe around the Myrtle & Third intersection.

Downtown Master Plan Updates:

- Buchanan reported that the city has 30% plans for Front and Main Conversion, noting the dedicated focus on the east end of the project because of the challenges at Kiwanis Park around entrance and exits for the residents around the park. The consulting team is talking to property owners, and Buchanan believes there will be continued discussions for a few weeks.
- McCarthy reported the Higgins Analysis public rollout was moved to after the holidays, as there is more work to do with MDT.
- The North Riverside Parks and Trails Phase 1 improvements are going well. Construction is moving along as scheduled. We have made some progress with Northwestern Energy on wrapping the power substation with art at East Caras Park. We need to start working on the Higgins Underbridge project. There has been some pushback on getting rid of the green hill in Caras.
- Corwin went over the alley activation project, noting that lighting will be installed in at the alley between Spruce and Pine, adjacent to the Bicycle Hangar and Toifur pet store. Corwin has met with several owners downtown and the response has been very positive. People are happy that it will create safety and beauty.
- Buchanan said that she thinks something will come to the Riverfront Triangle in the near future. She is very optimistic about the future.

Follow Up on DMP Strategic Planning: Business Support, Engagement, Fundraising, Long-Term Vision: McCarthy said that we had about 50% engagement from all the boards in regards to the survey and the focus group meetings. Several ideas were presented and will be refined for board review and approval. Business support and retention continue to rise as priorities, as does engagement from board members, businesses, and volunteers.

Partner Updates: MDA & MDF: McCarthy reported that staff is working on a BID Newsletter to go out this month, but we have decided to do one mailing with the annual calendar. The Foundation completed a newsletter and we are getting that out this week. The Festival of Trees is coming up, and we are moving ahead with plans to model last year's festival with trees located in the windows of downtown businesses. We are rolling a radio and video campaign for the Foundation in the coming months. MDA is gearing up for all the holiday stuff. Shop Small Season will be a six-week campaign with two targeted Saturdays for engagement. The REVERSE Parade of Lights will be on Higgins instead of on campus, and there will be no street closures. We will do 10 days of Lighting the Christmas Tree. Which has a new six-foot

start. Santa will be taking photos at the Library on December 4. Lastly, the MDA Awards are open for nominations, and we will like to a video rollout again this year in the absence of a banquet. We will be invoicing for membership dues in mid-December.

New Business & Announcements: There will be no BID Board Meeting on December 21, due to the holidays.

With no new business or announcements, the meeting was adjourned at 4:30pm.