

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting**  
**Tuesday, January 18, 2021 at 3 pm at the DMP Office (218 E. Main St.) and Zoom**

**All Present:** Carma Gilligan, Charlie Beaton, Ellen Buchanan, Karen Sippy, Dan Cederberg, Scott Stearns, Dr. James McKay

**Staff:** Linda McCarthy, Jack Hall, Bram Moore

**Guests:** Daniel Carlino joined at 3:20pm. Bob Giordano joined at 4:05pm.

The meeting was called to order by President Beaton at 3:02pm

**Approval of Minutes:** Sippy motioned to approve minutes. Stearns seconded and November BID Minutes were approved unanimously.

**Review & Approval of 2022 Work Plan & DMP Allocation for Labor:** McCarthy gave an overview of our operation for the year. We are currently planning on how to staff it all. The biggest themes were found were around fundraising and donor development. Engagement is always a big issue as well. Especially with board members. The need for more business support and more business retention was also discussed. We would like to have more business-to-business type work. McCarthy added that more business mentoring may be needed. We want to know where our organization will be in the future. The organization would like to bring back the Director of Giving position and bring the Business Development position to a full-time position. All boards have approved the plan. With all the turnover that we have had recently we are figuring out how to put other responsibilities on others desk. Also in the packet is the allocation for the BID of the different positions within the DMP. The BID has not had to allocate as much to other positions in a couple years because of the PPP Loan. Gilligan asked if the heated storage was worth the price we are paying. McCarthy said that we want to be able to have the ability to power wash when we need to and the heated storage is very important for that. Beaton asked why our graffiti removal budget was so low but the number of graffiti was high. McCarthy explained that is because a lot of the graffiti is on roof tops and we cannot get to those areas. We have talked about contracting that work out but the Board has wanted to make that more of the property owners' responsibility. Sippy motioned to approved the 2022 Work Plan & DMP Allocation of Labor. Cederberg seconded and the motion passed unanimously.

**Updates on Staffing & Office Updates:** McCarthy stated that the office was closed after Christmas for a week to paint the office and renovate. Three staff members have left: Kalina Wickham, McKenna Cramer and John Corwin. Kalina and McKenna both accepted different positions and Corwin has retired. The Membership & Events Director position has been filled by Gretchen Sutherland from Parks & Recreation. We interviewed three interns and have also hired Frontline help.

**Financial Review & BID Audit Update:** Hall explained that there is a change to the Balance Sheet. That is because of the capitalization of the Toyota truck for Maintenance. This is a 20-year capitalization. The BID did make a financial contribution to the DMP. \$160,000 came in through tax assessments. There has also been some maintenance to the truck recently. The Clean Team salary has been paid for December. Hall added that there will be a couple more payments coming in from snow removal.

**Update on MRSS Polling:** McCarthy explained that this is a project that the Missoula Downtown Foundation has been going through. Implementation of NRPS&T polled higher than the creation of the Community Center. We are meeting with key partners next week including Mayor Engen, Clark Fork Coalition, 5 Valleys Land Trust and the MDA. The Executive Committee will be talking this through in the next couple meetings. We may be creating a ballot committee. Stearns asked if there have been dollar amounts talked about? McCarthy said that there will be \$28 million to \$30 million that will be asked for. Cederberg said that the Foundation did not feel like they could follow through because of their non-

profit status but would likely make a contribution. The MDF will not be the entity that will be spearheading the promotional and funding activity.

**Committee Signup 2022:** McCarthy said that she included the committee documents from last year and is encouraging the board to look and see if anyone wants to change committees.

**Review of Clean Team & Policing Stats:** McCarthy said that the Clean Team stats show less garbage removal, ore posters removed and a lot of tree grates getting cleaned. Many shopping carts are getting returned to where they came from. Policing stats show that the majority of what they are doing is responding to citizen inquires and giving lots of citations for camping, mental health crisis, open container and aggressive panhandling. Officer Gillhouse is going to the Poverello Center and the Mountain Line bus terminal regularly. We would like to hire another DTPO but the Police Chief needs to get time approved by the Police Union. The CSS Activity Report shows that abandoned vehicles is similar to previous years. Case follow up is way up from previous years for crashes and case follow ups. North Higgins is getting a majority of the calls for CSS. Buchanan asked if there is anything that this Board could do to make the DTPO position more attractive. McCarthy said that this is a very isolating position and they feel separated from the other police officers. Discussion ensued on how to make the position more attractive.

**Review of 2021 Business Activity & Investment Report:** McCarthy showed that 19 businesses opened and 10 have closed. Lots of housing being built with about \$60 million in investment in town.

#### **Downtown Master Plan Updates:**

- **Front & Main Conversion:** Buchanan said we have 30% design ready to go. We are waiting to see if we have any suggested changes and it doesn't look like we will. It may be time to roll this out to the public. There is a lot of talk with how we are losing parking and we want to get the plan out soon. There are still some questions about what will happen at Madison Street and Orange Street. Carlino asked if there will be a protected bike lanes and Buchanan said its not official but probably yes.
- **Higgins Analysis:** Buchanan said that we are narrowing the time where we will have a very public rollout. We will be talking about left turns off of Higgins and protecting pedestrians. There will be a need to have some compromise to get some things done.
- **The North Riverside Parks and Trails:** McCarthy said the Phase 1 construction has had a pause because of frozen ground and that was planned. We think that we are still on schedule. We need to get some design and funding for the Higgins under bridge. We are working with the city for an EDA Access grant for the Brennan's Wave and Clark Fork River access.
- **Alley Activation:** McCarthy said this has been put on pause for now. We did put some lights in the alley between Toiffer and the Bicycle Hangar. Sippy added that she has been working hard to get some other alleys involved in the process.

**Partner Updates: MDA & MDF:** McCarthy added that the MDF has raised \$1 million this past year. We are working on some grants with the City of Missoula. Rob Flemming, Michelle McCue and Hailey Kern are joining the Board. Santa Flyover raised \$15,390 this year. We got our Downtown mailing and invoices out the door. We are not doing an annual dinner this year because of Covid and will be doing video awards like we did last year. We are planning to host an outdoor Winter BrewFest if cases go down at the Boone and Crockett Club parking lot. We probably won't have a membership meeting in February.

**New Business & Announcements:** Downtown Dine Local Week will take place next week.

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