

Downtown Business Improvement District of Missoula
Board of Trustees Meeting
Tuesday, March 21, 2023 at 3pm
at the DMP Office (218 E. Main) and on Zoom

Present: Carma Gilligan, Scott Stearns, Karen Sippy, Charlie Beaton (via Zoom), Ellen Buchanan (via Zoom), Dr. Jim McKay (via Zoom)

Absent: Dan Cederberg

Guests: Barb Neilan

Staff: Linda McCarthy, Bram Moore, Jack Hall

The meeting was called to order by President Charlie Beaton at 3:04pm.

Request for Funding Support for Missoula Tourism Stewardship Plan: Neilan introduced herself to the Board and wanted to talk about the Stewardship Plan. Most people don't think of Missoula as a travel destination. Missoula brings in about \$294 million from tourism. She gave an overview of the two organizations. Sustainable tourism takes full account of its current and future economic, social, and environmental impacts. They get a percentage of everyone that stays in Missoula through hotels and motels. There is a \$2 fee that comes from hotels for each bed that is used. Destination Missoula gets all of that. There was a Tourism Master Plan and then the pandemic hit and the tourism industry died for a while. This gave them a moment to take a deeper look at the industry. In Missoula, the industry rebounded very fast once pandemic allowed for that. Destination Missoula didn't know if the rebound was because of a Covid bubble or if the industry had changed and this is what it was going to look like now. They want to create low impact, high value tourism. Destination Missoula look at the locals as their client. The Destination Stewardship Plan is a 10-year roadmap for Missoula and the five surrounding valleys. They took a look at who we are as Missoula, what is the feeling around tourism in Missoula, and who are our competitors. They hired MMGY NextFactor, Better Destinations and SMARInsights. The process will take about 10 months for the completion of the final Stewardship Plan. They also want to have an Implementation Plan in place and that should be done by December 2023. This will be a six-phase process. Neilan gave an overview of the timeline for the next 10 months. This national research will help us actually find out who is coming to Missoula and why. They want to continue the partnership that is already so closely related with Downtown. They are really striving to make sure that all voices are heard and that all people feel welcome and safe. They are looking to raise \$300,000 for the entirety of the project. They are asking for a funding of \$20,000 to spread over two years for the project. Discussion ensued about what complaints that they are hearing about tourists and from tourists. The Board would like to table this for more discussion in future meetings. Discussion ensued about where in the budget it would come from.

Approval of Minutes: RAISE grant was misspelled in February minutes. Sippy moves to approve minutes with the one edit. Gilligan seconded and the February minutes passed unanimously.

Financial Review: Hall updated the board that we have \$310,492 currently in the bank. We have the second quarter payment to MDA for salaries and benefits still to pay. We have a \$50,000 payment to the MDF coming up. \$2,411 came in from tax assessment for February. We split the Police Officer expense with the MPC and we will be getting back \$16,000 to that line item. Other income was pretty standard. We will be way under budget with police officer line since we haven't had that service. Stearns had a question about Fixed Assets that Hall went over.

Goal Setting & Budgeting for 2023-24: McCarthy stated that next month you will see first draft budget from staff. She showed the poll results from the Board. It's helpful for us so that we can go of the results of the board so the staff can build out a budget. McCarthy added that she would like to talk more about the Ambassador Program and bringing it back. There is a lot of hesitation to bringing this back as it isn't a replacement for the Downtown Police Officer program. Also, its very hard to hire a seasonal position with no benefits in this environment. McCarthy thinks we should focus on what we do well.

BID Contracts: Hall and McCarthy met with ORI and their ability to expand to nights and weekends is not there. Though the need to pay higher is there. Overall, they are happy with the program and feel appreciated. A revised contract will be coming out soon. We also had a meeting about Downtown Policing contract and there is an overall perception that we should let the contract expire. Garbage and recycling contract was discussed the contract does not require 7 day per week service.

BID Annual Ratepayer Meeting: McCarthy said that we are starting to discussing the content of what we should be talking about at our meetings. There is sentiment that we should be talking about parking and transportation since that seems like it is the hot topic right now. We are thinking of maybe holding the meeting at the Missoula Public Library. Discussion ensued about where to hold the meeting and what kind of meeting we should happen.

Mission Work: McCarthy said that with the snow melt that Downtown is looking not too great right now. Lots of organic material is still out on the ground. Clean Team is out now trying to get a lot of things cleaned.

The meeting was adjourned at approximately 5:11pm.