

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting
Tuesday, February 20 at 3 pm at the DMP Office (218 E. Main St.) and ZOOM.**

All Present: Carma Gilligan, Charlie Beaton, Dr. Jim McKay, Ellen Buchanan

Absent: Dan Cederberg, Scott Stearns, Karen Sippy

Guests: Matt Stonesifer, Missoula Police Department

Staff: Linda McCarthy, Jack Hall, Bram Moore, Kristen Sackett

The meeting was called to order by President Beaton at 3:05pm.

Discussion on Downtown Policing Data: Trends & Needs: McCarthy introduced Matt Stonesifer. Stonesifer said he has been with the MPD for 16 years. Stonesifer said that he wants to have the conversation on what the BID is in need of and how we can work better together. He explained how stats can be read and what they are really meaning. They are using data in policing to focus officers in different parts of the community and get to lower than average statistics for the given area. Looking at the stats you can see that the pandemic had a huge effect of calls to the police department. There was a lower number of calls but a higher level of crimes that they had to deal with. The BID did not have a police officer for 6 months and you can really tell that with the statistics. There was not as much day-to-day involvement with the general population. They have been trying to get the enthusiasm up for the DDPO and now we have two very motivated police officers in the roll. Stonesifer went over some of the successes that our DDPO's have gone through lately. The numbers don't show specific cases and what they have done with them but they are doing great work and making great relationships in the community. The stats aren't showing the work that they are doing behind the scenes. For example, getting people to rehab or getting people back home to where they need to be. Discussion ensued on what the BID would like to see with the given statistics and are there any other statistics they would like to see. Stonesifer said that one of the biggest things that we can do to help the DDPO's is to utilize the officers and call them even when it's not an emergency. It could just be advice on a problem that they are having like where they should put cameras up. Utilize them as much as the BID ratepayers can. Discussion ensued about how the BID could better promote the police officers.

Reappoint Charlie Beaton to the Downtown Missoula Partnership Board: No quorum.

Approval of Minutes: No quorum.

Downtown Marketing Overview by Kristen Sackett, DMP Marketing & Events Director: Sackett gave an overview of what she does for the DMP. She wants to capture the story of Downtown Missoula. She wants to capture why Downtown is such a great place to be; work, stay, play. She went over how she conducts marketing for the DMP and explained that she handles the budget for joint marketing and event marketing. Sackett went over the budget that she goes through each year and where money goes amongst different media types. She works closely with Pintler Group and they focus mainly on our social media and have produced some strong videos for us. Sackett went over some of the ads that we have utilized in the past year and went over the numbers that are website sees in terms of traffic. It's one of

our biggest assets and we see a ton of traffic. Missouladowntown.com is the second highest searched website in Missoula second only to Destination Missoula's, destinationmissoula.org. Most people are searching for the website on their mobile devices. In 2019 we saw 76,108 users and saw a jump to 118,683 in 2023. Sackett went over the most used search terms that people are using to search our events and programs. Right now, we are seeing 21,652 Facebook followers and 13,039 Instagram followers. Sackett went over goals for 2024 and where her marketing efforts will focus this year. She is working on getting our website to be ADA compliant as well.

With no additional business, President Beaton adjourned at 4:47pm.