

**Downtown BID Board of Trustees Meeting
Tuesday, November 19th, 2024 at the DMP Office**

Present: Scott Stearns, James McKay, Dan Cederberg, Karen Sippy, Ellen Buchanan

Absent: Charlie Beaton, Carma Gilligan

Staff: Linda McCarthy, Jack Hall, Jake Treece

Guest: No Guests

Scott Stearns called the meeting to order at 3:04 PM.

APPROVAL OF MINUTES

Stearns called for any review or edits to the minutes. With no comments, Karen Sippy motioned to approve the minutes, and Ellen Buchanan seconded. All approved.

FINANCIAL REVIEW

Jack Hall presented the Balance Sheet for October 2024. Key updates included stable total cash assets, with a primary change related to maintenance and outfitting of the Tacoma vehicle used by the maintenance team for winter. A net income of -\$150,102 was reported, which Hall explained was typical due to the timing of tax revenues. Hall mentioned pending tax assessments and journal entries, noting a slight delay but a plan to follow up. Expenses, including payments for bank interest, the homeless outreach team, the Missoula Economic Partnership contract, marketing, rent, and utilities, were reviewed, with no unusual items noted. Hall also highlighted decisions regarding a maturing CD in January and the pending decision to withdraw the funds.

BRIEF REVIEW OF THE DMP STRATEGIC PLANNING SESSION

The board reflected on the October 30th strategic planning session, noting its celebratory and team-building focus while laying the foundation for future initiatives. Key outputs of the session included ideas for the 50-year celebration campaign, marketing rebrand feedback, and a call for more board member engagement. Linda McCarthy emphasized the need for a comprehensive five-year strategic plan within the next 12-24 months to prepare for the 2028-2029 BID renewal process.

BRANDING UPDATE

McCarthy shared an update on the Downtown Missoula Partnership's rebrand progress, citing significant advancements in design and conceptual planning, emphasizing themes of the Clark Fork River and the Downtown Missoula bridge system paired with a refreshed color scheme. Efforts are underway to create greater clarity and cohesion across the BID, MDA, and MDF logos, particularly by unifying font styles. The marketing committee anticipates unveiling the new brand in early 2025.

OFFICE UPGRADES

McCarthy outlined planned renovations for the Downtown Missoula Partnership office, totaling \$85,000, led by Scariano Construction. The renovations will include updates primarily to the conference room, with additional lighting, electrical systems, and flooring in the DMP main office area. The Missoula Downtown Association is covering renovation costs and the buyout of conference room space from Trail West Bank. The Missoula Downtown Foundation (MDF) is also providing

funding support. Taxes and insurance will increase as a result of the renovations, but the BID will not contribute financially. Rent and utilities will be renegotiated in the spring. The renovations are expected to be completed by January, with phased construction and a potential temporary relocation for the DMP team. Additionally, an HVAC replacement is expected in the coming years.

CLEAN & SAFE PROGRAMMING

The board discussed the Dedicated Downtown Police Officers' (DDPO) role, noting a decrease in crime and homelessness downtown. There were discussions about expanding the officers' tasks and responsibilities to promote further engagement. The board briefly addressed ongoing graffiti issues at 15 downtown locations and funding considerations for the Poverello Center in the current and upcoming fiscal year. Updates on city policies regarding camping in parks are expected after December 9th. For holiday preparations, new garland wraps are being installed Downtown, and decorations are expected to be complete by Thanksgiving. Urban Forestry has limitations on assisting with decorations, so the DMP maintenance managers are stepping in to help.

MASTER PLAN UPDATES

McCarthy updated the board on several ongoing planning projects. The Land Use Map is nearing final approval, with the zoning code rewrite expected by spring. The PROST Plan, which included public outreach, is now in the concept drafting stage and should be ready for review in the summer or fall of 2025. The Mountain Line Strategic Plan is progressing with planned route shifts and exploration of on-demand services. Public feedback is currently being gathered for the West Broadway Corridor Plan, focusing on safety improvements and access.

The Caras Terrace Construction Project is advancing, though a \$200,000 funding gap emerged. The Missoula Downtown Foundation and Parks and Recreation have provided funding to address the gap. The project is expected to be completed by Christmas, with railings and landscaping to be finished in the spring. The trail will remain closed until landscaping is completed.

The Downtown SAM Project is progressing, with a Request for Qualifications (RFQ) underway. A discussion ensued regarding the Bank Street Parking Structure being repaired. Buchanan touched on Library Block development facing challenges due to rising labor and construction costs. The city's Electric Vehicle Plan is still in the early stages, with ongoing exploration.

PARTNER UPDATES

Hall provided the partner updates. The Unseen Missoula tours have concluded successfully, and preparations are underway for Small Business Saturday on November 30th, Holidays on Higgins event on December 7th, and Teddy Bear Tea Parties on December 14th and 15th. Invitations have been sent for the Downtown Holiday Party on December 11th. The Downtown Awards Banquet is scheduled for January.

Sponsor outreach for 2025 is ongoing, with the first right of refusals already sent out. Fundraising efforts are in full swing, with donor cultivation meetings in progress. Fiscal sponsorships include wrapping up the Festival of the Dead and ramping up efforts for the Santa Flyover, aiming to raise \$5,000. The DMP hopes to achieve 100% giving to the foundation by all members. The DMP is prospecting a larger campaign for 2025 to fund the renovation of the Caras Park pavilion canopy. Lastly, the DMP is still hiring for the Director of Giving position.

NEW BUSINESS & ANNOUNCEMENTS

There was a consensus to cancel the December BID board meeting as well as opt for a discussion with the DDPO team in January instead of a board meeting.

With no new business or announcements, Stearns adjourned the meeting at 4:14 pm.

TRUSTEE COMMENTS

Linda McCarthy will check in with Carma Gilligan regarding her meeting absence.