

**Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, January 19, 2016 from 3-5 pm at the DMP Office**

Present: Carma Gilligan, Dan Cederberg, Charlie Beaton, Alan Newell, Kirk Bodlovic, Tim France

Staff: Linda McCarthy, Robert Giblin, Leidy Wagener

MEETING COMMENCEMENT & INTRODUCTION OF GUESTS & PUBLIC COMMENT

ACTION ITEMS

APPROVAL OF DECEMBER MINUTES

Cederberg moved to approve the December minutes. Beaton seconded the motion, which passed unanimously.

Review & Potential approval of \$2,500 for Design Guidelines Workshop on February 12

Buchanan presented the request for funding for the design guidelines workshop. Part of the Master Plan implementation agenda is to discuss whether Missoula should implement design guidelines. MRA has hired a consulting firm to create a master plan for the N. Reserve/Scott Street urban renewal district. One of the consultants is Nore Winter, who has an extensive background in design guidelines and form based codes for cities across the country. Buchanan expressed her belief that this is a good opportunity to hire a professional to start the discussion on design guidelines at a lower cost since he will be in Missoula anyway. Design guidelines are a topical issue at the moment because several new corporate businesses have opened and there has been a negative reaction to their aesthetics. Winter met with the Master Plan Implementation Committee in the fall to test the waters to determine whether design guidelines were desired in the city. The feedback indicated that most people in attendance want guidelines. The workshop would culminate in public meeting in February. Other organizations are contributing to funding of the workshop. Winter sent a scope of services, which is included in the agenda packet. Buchanan asked the BID to contribute \$2,500 from the Master Plan budget. The finance committee has reviewed the request and recommends contributing that amount. Gilligan asked if there would be a limit to the guidelines given to property owners. This workshop would be more of a planning session to determine the scope of guidelines, which are currently at a blank slate. This is the beginning of the community discussion that could last months if not years before anything is actually implemented. The thought is to come up with a comprehensive plan rather than a reactionary plan that is not thought through, and to find a balance to keep Missoula unique. Cederberg expressed his belief that it is important for the BID to be a part of the discussion that is inevitably going to happen anyway. It is important that any guidelines that are put in place don't get in the way of doing business and completing projects. Newell asked whether it is possible to help shape the goals of the workshop, specifically if Winter could talk about how the guidelines would be navigated by businesses and the City.

Newell moved to contribute \$2500 from the Master Plan budget to the Design Guidelines Workshop. Beaton seconded the motion, which passed unanimously.

NON-ACTION ITEMS

Update on Lawsuit against BID

Cederberg reported that there will be a settlement conference on May 10 and the attorney representing the BID and their insurance company will be present.

Update on Community Development Position

McCarthy reported that the Community Development position was reposted as only six applications came in after the first posting. Ten more have come in since the extension. Discussion regarding where the job was posted and what information was posted ensued. Gilligan asked whether it is possible to put together a list of some of Noreen's accomplishments. Most accomplishments were big picture: fundraising, managing business listings, and starting the piano program for example. Lots of applicants are entry-level recent college graduates. Discussion regarding the salary of the position ensued. McCarthy reported that a part time customer service person was hired.

Finance Report

Giblin reported that the cash position is down from last year due to Art Park and wayfinding contributions. The tax assessment was received for December and is close to projections. Maintenance contracts were added in December. Real Change for 2016 is negative because that has not been paid to the HOT team yet as an invoice has not been received. Cash flow is above projections.

DMP, MDA, MDF Reports

DMP – McCarthy reported that the DMP board will elect the 7th member next week. Staff evaluations are complete. There may be a discussion regarding timing of pedestrian layer of wayfinding and whether there will be a ribbon cutting type ceremony.

MDA – McCarthy reported that the annual awards banquet is this week where new officers and bylaw revisions will be ratified and Downtown awards will be presented. Sponsorship sales for events, dues mailing/payments, and event season preparations are underway. The MDA has entered into a contract with LumenAd for strategic digital marketing. The continuation of the joint marketing campaign with MPC is unknown as a new director has not been hired yet. MPC board turnover was discussed. Beaton reported that the board supports the joint marketing campaign so it is unlikely that they will take away that funding. Discussion regarding the status of the MPC director position ensued. The MDA will close on the purchase of the building on Thursday and a new facilities contract will be presented at the next meeting. McCarthy presented details on the loan and expressed her happiness at working with TrailWest Bank. TrailWest Bank will move into the space around July 1. All agreed that it is an exciting partnership.

MDF – McCarthy reported that the Friends of Downtown campaign is complete. Preparations for the poker tournament are underway. The MDF is also working on board development as there has been some turnover; Badenoch serve as president in 2016. A grant was obtained from Wells Fargo for capacity building. Other major donors are also being cultivated.

Ambassador Program

McCarthy reported that Dave Chrismon has returned as an ambassador while Laurie is away. She distributed that Ambassador Stats for the end of the year, comparing the last 3 years in one document. She noted some

specific changes and improvements through the years. Discussion regarding the reasons behind some of the changes ensued including the Poverello Center's new location and staff. Bodlovic reported that transient traffic has increased at the hospital. Maybe a comparison could be made between Downtown traffic and traffic on Broadway to gauge the effect that the Poverello Center's new location has had.

MISSION REPORTS

CLEAN – McCarthy distributed the Clean Team Stats. Their contract expires in the end of April and Beaton and Gilligan have agreed to help renegotiate that contract. The stats are broken up by Zones 1 & 2 and include cans and alleys cleaned. These stats include data by year from the inception of the Clean Team. Discussion regarding specific tasks of the Clean Team ensued. The tree grates were a problem that has been solved with help from Parks and Recreation. Discussion regarding working with Parks & Rec and other programs they could provide assistance on ensued. McCarthy reported that she and Giblin met with Brandon, who manages the Clean Team, to discuss scope of contract. Brandon had some good suggestions to include on the contract renewal, his feedback was positive; he likes what he's doing.

SAFE – McCarthy reported that the Police Officer stats are not available because they are sent on a quarterly basis. They set up a meeting to talk about Dog Laws. They also discussed funding for a second police officer from the City, all agreed that it would be more beneficial to ask the City to help fund a second officer rather than the resource officers. MDAC subcommittee will lend their support to that effort as well.

BUSINESS DEVELOPMENT – McCarthy reported for every business that has closed in the last year, two have opened. She gave a presentation to a senior group on Missoula-wide developments. The Bird Lady lot is under contract for a multi-story boutique hotel. Discussion regarding hotel development in Downtown ensued. The Tourism BID brought the VIBE event to Missoula in January. Discussion regarding the attendance of that event ensued. Student housing project ground breaking will happen in the coming months with retail space on the ground floor. Masala is hoping to open on the first of February. Discussion regarding development of the Mercantile building ensued. McCarthy reported that retailers profit was down in the fourth quarter. There will be a few meetings and strategy sessions among retailers in the coming months.

MARKETING – McCarthy reported that the BID letter will be out this week, it is at Opportunity Resources being put together currently.

MASTER PLAN: McCarthy reported that the Master Plan committee is undergoing some changes and Buchanan will be the Vice President of that committee from MDA Board. The installation of the pedestrian layer of wayfinding will begin in February or March. Horner will approach the Chamber of Commerce board about contributions to the city gateway signs.

The meeting adjourned at 4:38 p.m.