

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting
Tuesday, February 16, 2016 from 3-5 pm at the DMP Office**

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

Staff Present: Linda McCarthy, Robert Giblin, Leidy Wagener

MEETING COMMENCEMENT & INTRODUCTION OF GUESTS & PUBLIC COMMENT

Guests from the Max Wave Board of Directors introduced themselves. The Max Wave project has been ongoing since 2007 and continues its fundraising efforts, currently for permitting.

REQUEST FOR SUPPORT FOR MAX WAVE PERMITTING: STEVE GASKILL, SUE LAREW, DAVE RYAN, AND JULIE KUBIK

In offering an overview of the permitting process, Dave Ryan reported they are working with Fish, Wildlife & Parks, Army Corps of Engineers and U.S. Fish & Wildlife to obtain the necessary permits. Those organizations want the Max Wave Board conduct a 2D model of the impact of the wave done with newly-released software. This was unexpected and will add a significant additional cost to the project. The engineering process has been intensive and as a result the wave design is much better and more comprehensive than the original plan. River cleanup will accompany the build of the wave.

Steve Gaskill performed an economic impact study in partnership with the Recreation Management program at the UM Forestry School. They surveyed river users, wave users and conducted counts of corridor recreationists. About 600 out-of-region visitors surveyed used local hotels and spent money Downtown. Locals reported spending around \$8 each time they used the wave. The results of the study parallel what cities like Boise, Idaho and Golden, Colorado have found to be the impact of their waves as well. The survey was full of positive feedback about the wave bringing people to Missoula and the town keeping them here longer and spending more.

Sue Larew gave an overview of the fundraising efforts, noting the majority has been through small, grassroots efforts, which is exemplary of community support of the wave. Gaskill reported the permitting is the main hurdle because grants require permits to be in hand so they cannot obtain grants for the permitting piece of the project. He is confident that the funds they will need after permitting can be obtained through grants. The Max Wave is a subsidiary of the Brennan's Wave nonprofit and that long term maintenance for both waves is funded by the whitewater license plate.

The Max Wave will be an ADA accessible dual wave at near Silver Park and the river island. Buchanan reported the Max Wave will armor the island in the middle of the river that is owned by MRA and will create an eddy that will make boat ramp more accessible. Ryan gave more specifics to the design of the wave, and discussion ensued about the economic and development impacts that have taken place around waves in other cities.

Rather than asking for a specific donation amount from the BID, the Max Wave board is looking for support of the BID and whatever amount is reasonable for the BID to contribute. They hope to have permitting completed

within the year with construction by Envirocon to take place next winter. The actual build is estimated to take 2-3 months. Several adjacent businesses, Such as Taco John's and Imagine Nation Brewing support the project.

Discussion ensued on why the permitting for the Max Wave is different and more difficult than the permitting was for Brennan's Wave, noting different interpretations on categorization, intent and purpose, and involvement of multiple agencies and organizations. Brennan's Wave was categorized as an irrigation diversion, and the Max Wave has been categorized as recreational infrastructure. Future maintenance needs and plans for maintenance funding were discussed. Additional discussion ensued regarding the benefits of the Max Wave and how it aligns with the mission of the Downtown BID.

The BID Board decided to refer the request for support to the Finance Committee for a recommendation to be considered at the next board meeting.

ACTION ITEMS

APPROVAL OF JANUARY MINUTE

Buchanan offered a few minor amendments to the minutes from the January Board Meeting. Bodlovic motioned to approve the minutes with amendments, Buchanan seconded the motion, and they were passed unanimously.

NON-ACTION ITEMS

FEEDBACK ON THE LUKE PARKING METERS

McCarthy reported that Rod Austin has been hired as the new director of the Missoula Parking Commission. France reported on the feedback from the retail meeting held earlier in the month, noting many reported they were below average sales in the 4th quarter of 2015. The consensus among retailers is that the meters and timing of the meter rollout were the reason behind their low holiday sales. Retailers asked if it was possible to have the first 15 minutes to first hour be free on the new meters. The low Q4 sales were not exclusive to Downtown retail; sales at the mall were down as well. Beaton reported on the most recent marketing meeting where meters were the main discussion topic. They determined there are some educational pieces missing and discussed several proposed solutions, including messaging on the meters, stickers/magnets, and maybe another print publication. MPC is working on developing an updated ADA policy and is currently operating under the policy that anyone with a handicap sticker or plate can park for free anywhere anytime. The new meters are more ADA accessible than the old ones. Other complaints were discussed.

The MPC and the MDA are still working out the details for using the Downtown Gift Card in the meters and once that is finalized the MDA office will publish the announcement. There are some generational issues with people over 50 being uncomfortable with the new technology. The other main problem is accommodating quick stops. Feedback has been that people see it as expensive and inconvenient. Keeping the outgoing message positive is very important in all communications. Discussion ensued regarding how to best market the meters in a positive way. The Downtown Ambassador has been going out with quarters helping people with the meters and paying for their parking, which has received positive feedback.

ANNUAL MEETING WITH CITY & COUNTY REPRESENTATIVES: WED., MARCH 16 FROM 4-6 PM

McCarthy reported that the MDA, BID, and MDF boards will all be in attendance. She needs help putting together the agenda. One piece will be an overview of the Downtown Partnership, and Downtown calendars and business guides will be distributed. The main goal of the meeting will be to share knowledge with the new city and county representatives. Information about the Downtown police officer and about the new parking meter education should be included on the agenda. The progress that the BID has made since inception should also be included. The format of the event and the best ways to present information while still facilitating discussion and the meet and greet feel of the meeting was discussed. McCarthy will put together BID packet and include stats for the representatives to take home. Discussion ensued regarding other specific information to be presented and whether there should be any sort of call to action for the representatives.

UPDATE ON DOG LAWS

McCarthy reported she and Cederberg met with representatives of Missoula Animal Control last week to discuss proposed changes to ordinances regarding dogs. They expressed they would support amendments to the laws to allow for the impounding of dogs on a second offense for no rabies tag or proof of vaccination. This will help them meet their goal of increasing vaccinations and improving safety, but there are some concerns about the time and costs for impoundment. Cederberg will draft some legislation and give it to the appropriate city council members. It would take approximately 6 months for the legislation to be implemented so it likely wouldn't be available for use this season. The main issue with impounding the dog is fees and cost for holding the dog, but the ordinance could be discretionary, not mandatory. Discussion regarding possible enforcement issues ensued. Police officers can write the tickets too, so it will mainly be Officer Roy who will enforce the law downtown.

UPDATE ON COMMUNITY DEVELOPMENT POSITION: WILL GREENWAY STARTS MARCH 7

McCarthy reported that Will Greenway has accepted the offer and will start on Monday, March 7. They interviewed 6-of-22 applicants. Greenway is currently the economic development director at the Downtown Tucson Partnership, which is very comparable to the DMP.

FINANCE REPORT

Giblin reported the cash balance at the end of January is low due to the \$30,000 payment for wayfinding, the contribution to the HOT Team, and payment for the Downtown police officer. However, the cash flow statement is above projection. The tax assessments were received for the first time since September. The Partnership payment was made in January. The Missoula Parking Commission has been billed for the Downtown police officer payment, and the new staff members have asked for the MOU for that agreement. The Real Change payment was made for last year as well. Giblin also noted the \$40 on the check register was for quarters to give to the Downtown Ambassador to help learn how to use the new parking meters. The BID Finance Committee will meet the first week in March.

DMP, MDA, MDF REPORTS

MDA – McCarthy reported that the MDA closed on the purchase of the building and will come to BID next month with a revised rental agreement for review and approval. Event sponsorship sales are currently underway, and membership dues payments are coming in. The MDA is seeking new members and committee members. The Downtown Advocacy Committee will be meeting with representatives from Fish, Wildlife and Parks and Trout Unlimited to gather their perspectives on the Max Wave. She invited anyone interested to join in on that meeting.

MDF – McCarthy reported the MDA recently mailed a newsletter to all donors and included the Downtown Calendars and Business Guides. The MDF Poker Tournament is Sunday, March 6, and nearly 100 seats have been sold. Board development work needs to be done. The MDF will be selling the old parking meters, which will commence once Will Greenway and Rod Austin come on board. The MDF is also planning to create a Montana state license plate as a fundraising mechanism for the MDF.

MISSION REPORTS

CLEAN – McCarthy distributed the Clean Team statistics and the DDPO stat summary for 2015. Clean Team Contract renewal will commence this month, so she invited all to share their thoughts on what other tasks could be brought into the scope of services. ORI staff members have expressed interest in having a one year contract, rather than a three year contract. France reported that some of the retailers at the recent meeting presented some issues with cleanliness. He suggested having the ambassador get in touch with those retailers to get more specifics on the issues. The Clean Team does focus on the bar sweep on Monday mornings, but they are unable to clean up certain things. McCarthy asked for feedback on the idea for BID maintenance to power wash all sidewalks once a year in the spring. It could be a great offer to clean up all the sidewalks and use that as a sales tool for future hot water power washing jobs. More information needs to be obtained from Daniel Tulk about the feasibility of that idea. Discussion regarding possible sources of funding and overall cost ensued.

BUSINESS DEVELOPMENT – McCarthy distributed a report of the state openings and closings at the start of the year. Development projects are included on the list. Discussion regarding specific businesses ensued.

MARKETING – McCarthy reported that they met last week and discussed the messaging on the meters and possibly having a sticker or magnet on the meters and changing the wording on screen as well. The MDA will develop and distribute a flyer to give to retailers to share with their customers and will continue to include information in newsletter and other educational pieces.

MASTER PLAN – McCarthy reported that the final broadband meeting will be tomorrow.

The meeting adjourned at 4:56 p.m.