

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, April 15, 2014

Present: Tim France, Charlie Beaton, Dan Cederberg, Alan Newell, Carma Gilligan, Rich Huffman

Absent: Ellen Buchanan

Staff: Linda McCarthy, Laurie Johnson, Noreen Humes, Robert Giblin, Daniel Tulk, Brent Dobak

Introduction of Downtown Ambassador Brent Dobak

McCarthy introduced new Downtown Ambassador Brent Dobak to the board, and Dobak gave a brief overview of his history and interest in the position. Board members and staff introduced themselves.

Overview of 2013-14 Snow Season by Daniel Tulk

Tulk gave an overview of the longest winter in Downtown BID history. He spoke specifically about the major blizzard that occurred the last weekend of February and how we brought in an additional service provider to remove and relocate snow to other area. The alley behind Altered Skin was up to 12 feet deep and several other alleys were 4 and 6-feet deep. The addition of Glen Broughton and his bobcat and dump trailer was significant in getting the alleys, sidewalks and parking lots plowed. Bruce Bugbee was of great assistance in providing some sheltered parking during that time. Most ratepayers were extremely thankful. Prioritization happens based upon delivery trucks. Because Ernie Nicholas was out with a broken rib, Tulk had to put in some extra time. The BID has 12 accounts for snow removal, and Tulk is good at getting the snow removed before businesses open. There are some places where he is unable to do snow removal due to the narrowness of the sidewalk. Gilligan suggests BID has a policy that we cannot do snow removal if the snow is thigh high or higher, and Beaton suggested a beginning-of-the-season communications to ratepayers might be beneficial. Tulk received praise and kudos from all board members on his ability to manage the snow. The Kubota will need some significant maintenance, and Tulk is taking care of that now. There is opportunity to bring on additional accounts with the right resources, including a second vehicle with a plow and additional hours from Nicholas.

Discussion ensued about what the second vehicle should be. A small pickup is probably what's best, and the addition of a plow on a small truck would cost an estimated \$4,000. Gilligan reminded the group that vehicles cannot drive on sidewalks that have voids underneath them, which includes the sidewalk in front of her building. Tulk discussed the positives and negatives of all the options. He leans towards Toyota and Honda as the vehicle types that last a little longer than Ford and Chevy. France suggested potentially having the Kubota touched up with some paint, and discussion ensued about potentially relining the box. Discussion was had about the potential for selling the Kubota and purchasing two pickup trucks instead, one large and one small. Gilligan again expressed concern about the weight of the vehicle and its potential impact on sidewalks with voids. It was requested that staff and a BID board member and MDA board member do more research and return with a proposal.

Update on Board Vacancy

McCarthy gave a brief overview of what has transpired in regards to filling the board position soon to be vacated by Richard Huffman. Mayor Engen and Buchanan have reached out to St.Patrick Hospital about submitting an applicant for the position.

Quick Review of City Council Luncheon

BID Board members expressed support for the Council Luncheon on an annual basis, and McCarthy circulated the comments that came out of that meeting. Beaton thought the room setup was a little difficult considering how large the group is, but others liked the setup.

Input for County Commission Luncheon

McCarthy gave an overview of the scheduled County Commission Luncheon slated for Wednesday, April 16 at the Downtown Partnership Office. Topics suggested we approach include a potential parking structure north of Broadway and west of Higgins, housing, wayfinding, development, panhandling, and maybe the railyard housing project.

Review and Approval of Budget for FY2015

Newell brought forth his recommendations on the budget, as noted in earlier email communications, and emphasized the desire to have a balanced budget. Cederberg suggested we consider Assessment Savings as the way to balance the budget. Giblin thought the BID would have about a \$55,000 rollover at the end of this fiscal year. With that, the bottom line on the FY15 budget would be in the black about \$10,000. Newell also questioned what the savings would be at the end of 2015. Contingency was modified quite a bit since the last board meeting.

Discussion ensued about the varied line items in the proposed budget, and what changes were made over the last 30 days, particularly the addition of business development, planning and project implementation, and Master Plan and the modifications made there. In total, the BID has \$65,000 for the areas we have termed community development. Questions were fielded in the areas of the police contract, projects pending in 2014-15, and why the Streetscapes Committee wants to invest so much into Wayfinding.

It was decided to table approval of the budget to the next board meeting to allow the Finance Committee to provide final input and recommendation to the full board.

Approval of March 18 Board Minutes

Newell moved to approve the minutes. Huffman seconded the motion. The minutes were unanimously approved.

Financial Report

The Finance Committee was unable to meet this month due to travel schedules, so no financial report was provided.

Cleanliness Report

Discussion ensued about the pursuit of a second vehicle and what type of vehicle that might be. It was determined that more diligence is needed.

Safety Report

Johnson gave an overview of the recent workshop to revamp the Real Change Program. BID has allocated \$3,500 towards marketing the campaign. Johnson emphasized the need for a better marketing program and the potential for a UM class to provide some project management work next fall. France inquired about the value of the 10-to-1 match and how donations dropped significantly without that match. The change of containers, the signage, and the outreach were

all modifications made in 2013. The loss of matching funds was indeed the big change between 2012 and 2013. Huffman suggested BID consider being the match or at least half of the match.

Cederberg motioned to recommend to the Finance Committee that the BID match up to \$5,000 on the match for the Real Change Campaign for 2014. Huffman seconded the motion. The motion passed unanimously. Discussion ensued about the board's desire to return to the glass carafes instead of the plastic boxes and the value of the openings in each container. France will communicate the match and the desire to return to the carafes to Ginny Merriam.

Committee Reports

Housing: Humes reported on the work she and Greg Oliver did this past month bringing about 20 individuals in for focus group meetings specific to building housing in Downtown Missoula. Additional meetings were had with the Farran Group, North Missoula Community Development Group, Hoffman Morgan, and City Development Services. Out of these meetings are the goals to communicate what the real and perceived impediments might be; who the players are and who else should be involved, who the messengers are, and the perspectives of the Missoula City Council. City department heads are poised to hear and learn more about what's needed. The third and final component is moving forward with a task force to prioritize the goals and issues to address (i.e. parking, zoning, and affordability) that we may or may not be able to address. Of course the desire for a Market Analysis on Downtown Housing, what we do with it and who and how we pay for it is definitely something that needs to be figured out. Questions and issues that arise out of the City's rewrite of the Growth Policy over the last 18 months and ensuring downtown thoughts, comments and priorities are communicated and addressed in a cohesive and comprehensive way. Oliver has been an extraordinary servant on this and other downtown issues, and his contributions are significantly valuable. Cederberg suggested cost of the land, parking and panhandling are likely the three biggest impediments to housing development. Cost of the land is market driven, there are no parking requirements, and the City Council did not address the panhandling issue in the way we had hoped. There are definite and significant concerns about safety in our downtown. IDA statistics indicate the young professional woman is the target market for housing, so safety is a huge priority. Impact fees were also mentioned, as well as infrastructure and tax base for the city. These are good arguments for dropping the impact fees even more.

Master Plan: McCarthy gave an overview Master Plan projects, including the MDT's Missoula Bridges Study, the Front & Main Conversion Study, Wayfinding, and the Art Park being proposed at the corner of Pine and Pattee streets. Discussion ensued about the BID's support for the Portland Loo, a permanent toilet to be installed in conjunction with the Art Park. The majority of the BID board members felt this was not a good concept to bring to Missoula, noting the draw for vandalism, graffiti, camping in the loo and other mischief. McCarthy made note of the MDA's desire to insulate and heat the restrooms in Caras Park so all 10 toilets could be open and available to the public year-round.

Streetscapes: The committee has decided to allocate the majority of its budget towards implementation of Wayfinding. The total cost for the entire Missoula system will be about \$1.5 million with the Downtown portion slated at 51% of that expense. If BID allocates \$30,000 in the FY 2015 budget, then it matches the MDA's allocation, and \$60,000 could likely cover the cost of all nine kiosks mapped out in the project. The BID has two garbage cans and two cigarette butt containers in storage, and there will likely not be a need for tree grates and guards in the next year. Additionally, there will be no expansion of holiday décor in 2014-15.

The meeting adjourned at 5:42 pm.