

**Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, May 19, 2015 from 1-3 pm at the DMP Office**

Attending: Tim France, Charlie Beaton, Ellen Buchanan, Dan Cederberg, Carma Gilligan, Alan Newell, Craig Aasved (2 pm arrival)

Staff: Linda McCarthy, Robert Giblin, Noreen Humes, Laurie Johnson, Dave Chrismon

MEETING COMMENCEMENT & INTRODUCTION OF GUESTS

President France called the meeting to order at 1:07 pm, following distribution of birthday cake for Carma Gilligan's 75th Birthday!

INTRODUCTION OF DOWNTOWN AMBASSADOR DAVE CHRISMON

Chrismon was introduced as the new seasonal Downtown Ambassador. He's been in training with Laurie Johnson for the last three weeks. Following round the room introductions, Chrismon gave a brief overview of himself and his work in the Missoula community over the last 20+ years.

APPROVAL OF FY2016 BUDGET

Giblin offered an overview of the proposed budget, noting changes in the areas of income and expense related to the dedicated downtown police patrol contract. Giblin also noted there might be changes to the administrative expenditures as it relates to employment, facilities and supplies. The final change relates to the modifications with the Real Change Program and the modification of messaging and allocation, increasing from \$8,500 to \$10,000, split equally between marketing and homeless outreach teams. The budget indicates a net number of and a carryover of about \$83,000, \$60,000 of which has been allocated towards wayfinding.

With recommendation to approve by the Finance Committee, Newell motioned to approve the budget. Cederberg seconded the motion, which passed unanimously.

APPROVAL OF 2015 CONTRACT FOR DDPO (DEDICATED DOWNTOWN POLICE PATROL)

France gave a brief overview of the contract, noting Chief Brady's significant support for the program, the 3% increase per year with a not to exceed amount \$47,684. Brief discussion ensued over the financial details of the contract, which does not affect the long-term agreement, other than the not to exceed 50% of the total amount to be the commitment to BID. This contract reflects a 3% increase, but is not a long-term contract. Cederberg wondered if we should flush out the long-term details a little more; Buchanan offered the concept of an MOU with city police outside of the contract. Newell wondered if a long-term master plan and agreement might be a good concept to consider. The merits of one-year term vs multi-year term were discussed. Cederberg suggested we sign this contract as agreed to and commence planning for a long-term contract in October of this year. Newell suggested a three-year, three-way contract, and Buchanan likes the idea of a three-year term MOU that outlines increases.

Cederberg moved to approve the contract as written. Buchanan seconded the motion, which passed unanimously.

APPROVAL OF APRIL MINUTES

Gilligan suggested modifications noted to the definition of barriers; McCarthy suggested no change as barriers can be nearly anything and are defined by the business owner or property owner.

She also suggested definition of community resource officers as uniformed patrol with only radios and pepper spray.

Newell motioned approval of the minutes with the noted modifications. Gilligan seconded the motion, which passed unanimously.

FINANCE REPORT

AS of April 30, the BID is in good cash position. With a little less than at this time last year, that difference is related to the timing of the payment to the Downtown Missoula Partnership. We did receive payment from the Missoula Parking Commission for its share off the DDPO for 2014. Otherwise, there is no extraordinary business to report. BID should see approximately \$83,000 of carryover into the following fiscal year. Per Gilligan's request, Giblin noted the expenditures on the credit card for the month of April.

PROJECT UPDATES

FRONT & MAIN: Buchanan noted the final planning documents arrived last week, and MRA will deliver a copy to the DMP office. MDT seems pleased with the final report. There were some additional comments and input following rollout, the most significant being from the Caras Family regarding the modifications at the Orange/Main/Front intersection. MRA staff drafted a response to those concerns. HDR did a great job with the project. It will take multiple funding sources to make the project happen. Russell Street continues to demand virtually all the transportation dollars at this point. We'll need to look at the Long Range Transportation Plan and the Transportation Improvement Plan for some funding. With Stockman Bank and the student housing project on Front Street, there will be some opportunities for TIF allocations. The project could be layered and phased it, but it will take creative thinking and fundraising to generate the revenues for the project. Completion is probably several years out at best, but the Downtown Master Plan Committee sees it as a priority.

PIANOS: Humes showed the board photos of the recently-painted pianos. She also showed a photo of the new mural on the Penwell Building on the Hip Strip. Ghost, Myrtle's Stop, and the Fox are three named piano pieces. These will roll out to their seasonal locations will take place on Friday, June 5. Gilligan asked for an update on covers for the pianos, and Humes reported that she's contracted with Jacob Noah from Noah's Fabrics for clear, custom-built covers to serve as an experiment. Noah did the fabric work on the Caras Park pavilion walls. Discussion ensued about piano inventory, storage, and dumping, and Humes noted she was able to donate two pianos for those who want yard art via Craig's List. Now she has a waiting list of seven who want a piano when they're ready for disposal.

REAL CHANGE CAMPAIGN: Giblin reported the BID Finance Committee met with the Real Change Committee this past month and decided to work towards a change in messaging to showcase and promote support for the Homeless Outreach Team with the help of a professional communications firm. There will not be allocations towards radio advertising this summer, nor will there be a major distribution of change containers. There will be consideration for university outreach in the fall. Gilligan asked if we can give consideration for university outreach when the University isn't in our BID area. In outlining the process, the Real Change Committee will find and work with a marketing firm to develop a new message and campaign. The base continues to be education

with a focus on positive actions. Giblin emphasized the change in dynamic whereby BID representatives are more engaged in the campaign and its budget.

SIDEWALK DINING: McCarthy noted the sidewalk dining ordinance passed and will be implemented right away.

WAYFINDING: Buchanan reported that she and Jessica Morris are meeting with a couple of architectural professionals to learn more about how to manage a project of this magnitude and how to pull in an artistic-oriented project manager for this project. Gilligan wondered what the BID will get for its \$30,000 commitment to wayfinding, and Buchanan noted those dollars will go towards the downtown pedestrian layer signs.

Beaton noted his recent attendance at the Montana Main Street Small Business and wondered if BID has ever considered applying for Main Street grant funds. Humes responded in the affirmative, but noted the decision to not apply based upon the amount of available funds and the requirements for grantors.

Staff reported on the recent meeting with the Bozeman business that build and sells electronic kiosks, including pilot projects in Big Sky, Bozeman and Livingston.

MISSION REPORTS

CLEAN: Johnson reported that the Clean Team is doing well and that the Downtown will be receiving 25 new street trees this month. She distributed the Clean Team statistics. Gilligan noted that sometimes she asks Brandon to have clean team members clean their vests.

SAFE: Office Andy Roy has been out with an injury for several week, but he's back on the job as of today. Ambassador Johnson fielded some inquiries about Roy's hours and the opportunities for BID input on those hours. With the goal of consistency and communication, President France would prefer his hours are posted for the right people to know, and that the hours are noted 1-2 weeks in advance. Discussion ensued about coordination of scheduling and services and statistical reporting. Buchanan inquired about the potential for Officer Roy to carry a phone provided by the BID, and discussion ensued about the outreach on phone numbers, contacts and 911 services.

Newell suggested the BID bring this forth in our annual meeting with the Missoula County Commissioners. McCarthy noted she has not put that on the calendar as of yet.

How 911 staff responds to calls from Downtown stakeholders may need to be a piece of business the BID should take up in the near future. Frontline response from 911 staff has oftentimes been difficult to maneuver.

France requested Officer Roy report to the BID office by 10 am each day and let the staff know what's going on.

Ambassador Johnson reported on last Saturday's activities, noting a group of folks hanging out in Caras Park on Saturday. She noted her reduction of hours to 30 hours a week, while Chrismon will work 35 hours a week.

Johnson reported that her husband will have his fourth heart surgery this week.

BUSINESS DEVELOPMENT: No Report

MASTER PLAN: No Report

ANNOUNCEMENTS & NEW BUSINESS

Cederberg reported on the lawsuit filed by Midnite Development. The insurance company has retained an attorney to represent the Downtown BID on the case. Cederberg spoke with the attorney earlier this month.

McCarthy reported that she got the West Broadway Expansion petitions off to city staff. The Public Hearing is scheduled for June 1.

Cederberg reported on the city's work with the floodplain modifications and how that might impact downtown in terms of building to floodplain regulations, as presented at the Downtown Advocacy Committee last week.

Beaton reported on the work of the Montana Main Street Program and the work of the small business KIN. He informed the group of all the resources the State of Montana has for small businesses, but the lack of knowledge about those resources. Beaton suggested folks visit www.Business.mt.gov to learn more about those resources.

The meeting adjourned at 2:40 pm.