

Downtown Business Improvement District of Missoula

Board of Trustees Meeting Minutes

Tuesday, September 16, 2014

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

Absent: Craig Aasved

Staff: Linda McCarthy, Tom Aldrich, Noreen Humes, Laurie Johnson

Meeting Commencement & Introduction of Guests and Public Comment

Introductions came from around the table, starting with guests:

- Caitlin Cople: City Council Member, MDAC, Art Park Sub-Committee
- Laura Millin: Director of Missoula Art Museum (MAM) presenting Art Park concept.
- Margaret Borg: Retired Attorney, Mayor's Downtown Advisory Commission (MDAC)
- Ginny Merriam: City of Missoula Communications Director, MDAC Chair

Approval of August Board Minutes

McCarthy noted changes she made to the minutes based on board member feedback to the Wayfinding and Conference Center Study sections. **Newell motioned to approve the minutes as amended. Buchanan seconded the motion, which was approved unanimously.**

Review & Approval to allocate \$4,000 to DMP Storefront Signage

McCarthy expressed the need for storefront signage and gave details on the background of the sign development. The partnership needs better visibility from the street, a better showcase of the Partnership's branding, and to visually demonstrate the way the three organizations tie together.

The Downtown Missoula Partnership (DMP) board discussed the topic at its most recent meeting. They decided the MDA should serve as the lead entity on the project and owner of the sign based upon being the leasee of the space and carrying the general insurance coverage for the office and its contents. The Partnership Board favored the design and suggested the MDA and BID fully fund the storefront signage, estimated at just under \$8,000. The proposal came from Roger Parchen, Art & Image Creative, was brought into the project given its scope. The sign was designed to be lasting and to be movable in the event the office relocates.

Details were discussed. Beaton asked why the Partnership's logo wasn't used and emphasized the importance of consistent branding. McCarthy explained that it was designed for universality: to include elements of each of the Partnership's organizations. Gilligan objected because the Partnership's two-year contract is not completed. Newell emphasized the Partnership's effectiveness and said it likely would last long after its trial period. Other members expressed the importance of the inclusion of logos.

Conditional amendments were suggested. The drop-down signs should be revised to include each organization's logo. It was suggested the Foundation Board commit \$2,700 to the project in 2016 if it has met its financial goals. The amendments were discussed but repealed.

Cederberg motioned to approve the design and allocation of \$4,000 from the business development budget for the DMP storefront sign with the suggestions for improvements. Newell seconded the motion. Beaton and Gilligan voted

against the motion while France, Cederberg, Newell, and Buchanan voted in favor. The motion was approved with a 4-2 majority vote.

Financial Report: Estimated close of FY14 Financials September 30

The Finance Committee met the week prior. FY14 Financials will be wrapped up September 30. In a brief overview, the Downtown Clean Team received new hats, and expenditures for the \$5,000 Real Change marketing campaign were noted. No questions or discussion ensued.

Presentation on MAM Art Park: Laura Millin

Millin presented conceptual renderings of the proposed Missoula Art Park. She began with an explanation of the MAM's relation to the city and background details. 2015 will be the 40th year of MAM's operation, which has been a continuous city, county, and private sector partnership. In 2005, the MAM expanded and remodeled to a figure of \$4.7 million. The next step is to develop the Art Park. Discussions with Adventure Cycling Association began in 2006. The project is mostly supported and complies with the Downtown Master Plan. MAM, Adventure Cycling, and the City of Missoula are the principle partners. Due to the need for public restroom facilities in north Downtown, the MAM has agreed to include a Portland Loo into the project, based upon the recommendation of the Mayor's Downtown Advisory Commission. The proposed site plans include every element of a city park and can even host small events. The park is an extension of MAM's programming, providing a needed venue for large sculptures and 3D art.

Millin field questions from board members, noting the park is expected to cost approximately \$550,000. City officials are looking into bonding the project, and the committee will undertake a capital campaign to raise the funds from the private sector. Grant applications totaling \$150,000 have been submitted. The goal is for construction to commence spring 2015. The City Parks Department will maintain the park and the Loo daily. The park will be open on a similar schedule to the restrooms of other city parks; staying open every day from approximately March-October. Additional garbage removal services will likely be needed. Millin indicated support from the Downtown Clean Team and the BID Maintenance Team would be helpful. Potential transient problems would be handled much the same as city parks. Transient problems may not come into play as the area will likely be populated by tourists.

When asked, Millin indicated a total of 17 parking spaces will be converted to park space and that the Missoula Parking Commission has indicated support for the conversion. Suggestions came for parking compromises. Buchanan suggested creating areas that could be used for parking during seasons the park is closed. Booking for events would be coordinated by the MAM. The Saturday Arts & Crafts Market organizers are thrilled by the project, as noted by Millin, and they anticipate increased attendance at the market due to the park. Relocation of the market during construction is being planned, and many of those construction maintenance details will commence this fall. City Police are supportive of the project from a safety perspective. They expect greater foot traffic and design details to curtail safety problems in the area. Buchanan noted the Downtown Master Plan calls for a plaza in the area, and the Art Park fulfills that need to some degree.

Millin asked for the support of the BID Board. The board itself likes the design and supports the project, though some of the BID ratepayers oppose the project. The BID will assess its support at a future meeting following a meeting with opposing ratepayers. Millin was thanked for her presentation and hard work on the project.

Discussion on Downtown Safety

Although scheduled to attend this meeting, Police Chief Mike Brady and Downtown Officer Andy Roy were unable to attend due to last-minute scheduling conflicts. France expressed his concerns for transient problems and fears the entire mission of the MAM Art Park could be undermined if the planning of the park does not include careful consideration of how to handle such issues and a citywide hard line approach with better police coverage. A conversation about the lack of police coverage ensued. Johnson expressed Officer Roy's frustrations with a lack of backup approaching the transient groups Downtown. If a police officer fears for his own safety, Cederberg said, there is a big problem. There is little opportunity for Roy to express his concerns. The BID plans to discuss the police coverage/transient issue in more detail in a future meeting. France agreed to schedule a follow-up meeting with Brady and Roy.

Cleanliness Report:

1. **Clean Team Stats:** Johnson reported business as usual for the Clean Team and its crew leader.
2. **Graffiti Removal:** Graffiti removal services have been promoted by DMP staff with the hopes that property owners will schedule services before the end of September, as the equipment will be stored for the winter. A well-known graffiti artist has been arrested and is in jail. Johnson reported on a two-year-old graffiti case she recently testified on. The defendant was found guilty and responsible financially for the impacts of the case. Johnson outlined those financial details. The defendant is, however, appealing the verdict. The defendant spread well-known stencils that said 'rape nation' throughout Downtown.

Safety Report

1. **Ambassador Stats:** With the school resource officers wrapping up their service Downtown for the year, Johnson has seen more crime activity. Details and opinions on strategy were discussed. Cederberg suggested the transients' dogs could be seized, due to lack of control or lack of licensing. Such a strategy will be discussed further and staff agreed to visit with Animal Control and City Police about this potential strategy.
2. **Police Stats:** The lack of police coverage in Downtown was again discussed. France encouraged members to look at the calendar he put together to show those gaps in coverage. Strategies for increased hours of coverage and backup officers are important to this body, which may need to participate more in officer scheduling. Finding tangible stats that show more problems in the schedule gaps is needed. In renewing the agreement with city police, a focused agenda to discuss the matter will be needed. Most of all, one-on-one conversations will be very effective.
3. **Real Change:** Collections this season totaled around \$1,100, which fell short of expectations. Discussions on how to better market the program in the future are underway. An educational approach rather than a fundraising approach will likely be adopted, and getting in front of UM students continues to be challenging.
4. **Crime-Fighting Pianos:** Humes reported \$400 of the \$500 allocated have been spent on maintenance of the pianos. The first wave of tuning is underway, though it is mostly been through volunteering and discounted pricing. On October 21, five pianos will be moved into storage in the basement of the First Interstate Bank building. The painting of the pianos is also underway. Feedback has been a mixed bag on the project but overall positive. The attention it garners on social media is significant. Humes is planning locations for spring of 2015 and also working on strategies to curtail the vandalism the pianos have suffered.

Downtown Master Plan Report

The Downtown Housing Market Analysis will be put on hold for a few months, as the potential funder of the Sonoran Institute study have asked to separate the analysis from the assets mapping project and submit the singular proposal to the funder again during the regular funding cycle schedule. The local funders are still committed to the project whether

it happens this fall or next spring. The study will be valuable to establish a roadmap to develop the Downtown housing market. The Downtown Master Plan calls for 3,000 new housing units in downtown, and the study will help to understand what the market can bear and how the strategy can best be fulfilled.

Committee Reports

1. **Business Development:** No report.
2. **Housing:** Humes reported the housing market study details earlier.
3. **Marketing:** Reel is leaving the Partnership to explore private sector opportunities. The hiring process to replace him is underway.
4. **Streetscapes:** McCarthy reported the request for **Downtown street trees** has been submitted to Parks and Rec with 30-35 trees on the list. Discussion ensued about tree trimming, and McCarthy noted that two downtown property owners were recently told by Parks staff to call the BID for trimming services.

DMP staff members have spent several months working on the **sidewalk dining ordinance**, and Montana Department of Revenue representatives were in Missoula recently to clarify some details on liquor service requirements. The outcome of that meeting was that DOR staff are more flexible on curbside service and barriers than originally thought, and that city and state entities are working together to streamline the permitting process for those businesses who want to instigate sidewalk service.

DMP staff members are now commencing additional work on the issue of **sidewalk signage** and will be meeting this week with downtown business owners on next steps. The lift of the current ordinance is in place until March 15, 2015, allowing businesses to place off-premise signs on Higgins, but any changes to the ordinance will need to be finalized and proposed in the next 30-60 days.

New Business

MDAC (Mayor's Downtown Advisory Commission) would like to meet with BID and MDA leadership to discuss next steps for MDAC and the development of wet housing. Discussion ensued about the process to site wet housing and how it is managed and maintained over time.

Announcements:

- a. DMP Staff will be attending the Montana Downtown Conference September 24-26 in Helena.
- b. Laurie Johnson will be presenting at the Montana Crime-stoppers Conference October 8-9 in Helena.

The meeting adjourned at 6:03 pm.