

Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, December 18, 2018 from 3-5 pm at the DMP Office

PRESENT: Tim France, Scott Stearns, Kirk Bodlovic, Carma Gilligan, Ellen Buchanan, Charlie Beaton, Dan Cederberg

GUESTS: Bryce Ward

STAFF: Linda McCarthy, Pam Udall, Kalina Wickham, Robert Giblin

President Tim France called the meeting to order at 3:07 pm. The board went around the room and did self-introductions.

Presentation on Downtown's Big Data Project: Udall wanted more current data from the business inventory in Missoula, such as a breakdown of the businesses in downtown. Udall and Ward spent the last 6 months looking at different data sets. Ward walked the board through a presentation on Downtown Missoula Employment: Levels and Trends. There are two main sources of data: U.S. Census (LEHD and CBP) and Private (ESRI/Business Analyst). LEHD (Longitudinal Employer-Household Dynamics) is public data from the census block level and there are roughly five blocks in downtown. The problem with LEHD is the census requires confidentiality so they add noise to turn it into synthetic data. It also has a lag as the most recent report is 2015. CBP (County Business Patterns) is another source of data which comes from the zip code level. They do not report an exact number but more like a bin [e.g. 25-50 workers]. CBP also has less of a lag, yet the most recent is 2016. Private (ESRI/Business Analyst) is point level data. The data is licensed from somewhere else and they go through business listings [e.g. yellow pages]. Ward found it was not very accurate because they impute a lot of data. The advantage of ESRI is it is current data. Ward continued to show the board the data he collected from public sources. There are roughly 9,000 people who come into downtown to work, 1,787 people who leave downtown to work, and 562 people who live and work inside the block. There is a decline of retail but a growth in information. Construction is flat. Publicly available data has imprecision and limits of exactness to your questions, but it does give a sense of magnitude. A discussion ensues about how this type of public data can be useful for the BID – such as using this as a recruitment and retainment tool – and how it might not be sufficient for other areas. Gilligan said one of the BID surveys, one question asked how many employees the business had but Udall said we did not get a huge return on those surveys. Ward encourages the board to keep finding data individually. Udall stressed that this is important to research before the Master Plan Update. The board thanks Ward for his contributions and his presentation.

ACTION ITEMS

Approval of Minutes: Beaton moved to approve the November minutes with McCarthy's recommended edit. Buchanan seconded the motion, which passed unanimously.

Review & Approval of \$5,000 Allocation for the ZACC from Business Development: McCarthy reported that the finance committee met to discuss this allocation. They felt that it was an appropriate request and that it would come from business development as opposed to Master Plan. The finance committee collectively decided \$5,000 would be an appropriate allocation. France asked when it would be allocated, McCarthy answered that it would be taken out of this fiscal year's budget. Per Stearns request Robert divvied up the contributions for building improvements and community projects. A discussion ensued about what all the different contributions were in the spreadsheet. **Beaton moved to approve the \$5,000 allocation for the ZACC from Business Development. Buchanan seconded the motion, which passed unanimously.** Beaton mentions that this is an important contribution for the BID Board.

Reappoint Kirk Bodlovic as the BID's Representative to the DMP Board 2019-2020: Cederberg moved to approve the reappointment of Kirk Bodlovic as the BID's Representative to the DMP Board 2019-2020. Buchanan seconded the motion, which passed unanimously.

NON-ACTION ITEMS

Finance Report: Giblin presented the financials and as of Nov 30, the BID has about \$56,000 and it does not include the Stoverud's Clock Fund. This is close to where we were this time last year and the difference is because of the purchase of the BID truck. Giblin then presented on the Profit & Loss Statement. The BID made its first payment to Dover, Kohl & Partners. Both trucks were outfitted with proper tires and snow plows, which was another expenditure. The BID is also looking for additional contracts for the winter. At this point in the year, the BID is in the red but the assessments will come in December and we will be in the black. This is a timing issue and happens every year.

Review of DMP Allocation for 2019: McCarthy says MDA and MDF are all on the calendar. BID is in its middle of their year so there is no action to be taken. Giblin outlines what the contributions were for the DMP. In 2014 the MDF did not contribute anything. The MDF has increased contribution throughout the years and the BID and MDA have decreased their contributions. The DMP goal is to keep overhead low, and it is playing out as planned. Gilligan asks about "free days". Day after roots, day after thanksgiving. Buchanan asks if the MDF has a predicted revenue stream. McCarthy answered that it would be the MDF License Plate and it should bring in over \$100,000. MDF puts 10% every year into the sustainability fund. Giblin mentions we need to find other revenue streams for the MDF. McCarthy says this is just an update. The BID's overhead is 1% less than it was last year. She thanks the board for their help in creating the DMP. Overhead went to 54 – 48%.

Master Plan Listening Sessions & January Schedule: Udall shares that she has been going to multiple neighborhood meetings. Listening sessions were held at the University, the Missoula Food Bank and the Missoula Public Library. These sessions are meant to educate everyone about how to be involved in the master plan since everyone uses Downtown. A discussion ensues about the talking points that have come from these listening sessions, such as parking, accessibility and that people love downtown. There will be a wheelchair tour at 11 am on Jan 15, along with a meeting for Caras Park corridor on Tuesday. Wednesday will also have some technical meetings – developmental services, transportation – and Thursday will have housing, the DTMP implementation and technical team. The Work-in-Progress Presentation will be on Friday, Jan. 18 from 4-6 pm at the Wilma. Udall encourages the board to come to all events and to come into the Open Design Studio at the Public House on January 15-17 from 9 am – 7 pm. She also encourages everyone to bring back postcards and flyers to their workspaces. A discussion ensues on marketing for these events. McCarthy notes that Spider has been having listening sessions as well. Spider wants to include people who do not usually interact or engage with downtown. A discussion ensues on where to market these events and who to specifically market to. McCarthy states that we have a BID meeting that week. She asks the board if we should have the meeting or if we should cancel. No answer was made. McCarthy had a long conversation with Shane Stack about transportation issues. Transportation has excess funds that could be allocated towards the master plan. Buchanan wants to push it towards Kiwanis Park because of all the new development down on Levasseur Street. A discussion ensues about transportation issues about street conversion and development impact.

BID Renewal: Committee Formation & Meeting Schedule: McCarthy passes around a sheet with the timeline for renewal from Marty. It is necessary to create a committee, Cederberg has agreed to be on the committee with Udall, Giblin and McCarthy all involved. Questions were raised at the finance committee and this renewal committee will try and answer these questions. A discussion ensues about the annual meeting and the best way to reach the downtown ratepayers. Stearns would like more information about time commitments before joining. Buchanan would like to know more about what the committee would be involved with. Cederberg answers that the committee will do the policy

issues and bring it down to the board. A discussion ensues about bid renewal and the time commitments. Buchanan said she would be happy to be on the committee if needed. A discussion ensues about a hospital expansion building in the old Safeway lot. Beaton and Gilligan will be ending their terms in May. McCarthy believes it would be wise to hold regularly scheduled meetings on BID renewal. Buchanan believes we need to do analytical work around capacity of the BID. A discussion ensues about whether or not it is the right time to expand the BID. Beaton suggests that the board can divide outreach within the different areas and McCarthy agrees that we could do outreach with individuals. Beaton suggests that we make a committee of not board members but made up of ratepayers. McCarthy states that renewal will need to happen simultaneously with the Master Plan. Cederberg will bring this to the finance committee. The board said no to a survey for the renewal.

Business Development: Udall is wrapping up all the reports. The Merc has nine retail spaces: seven are committed and two are open. Udall made contact with Thomas Taylor. He has been very forthcoming. Taylor asked if they contributed to the Master Plan and that they will be happy to contribute. McCarthy spoke with David Bell about the selling of the Florence. The offer was way more than what the building was valued at. Taylor is trying to solidify a future for his kids and he is wanting to improve and make upgrades to the Florence. He is not interested in renting to medical marijuana shops. He wanted to see who we thought would be a great fit in his building. McCarthy asks the board how we could integrate him into the Master Plan.

Announcements: McCarthy reminds the board that we are now accepting nominations for the annual dinner. She also passes out some DTMP postcards.

With no additional business or announcements, President France adjourned the meeting at 5:25 pm.