

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA**  
**Board of Trustees Minutes**  
**Tuesday, February 19, 2013 3:00-5 pm**  
**ALPS Conference Room**  
**111 North Higgins (Second Floor)**

**Board of Trustees:** Tim France, Chairman, Charlie Beaton, Vice Chairman, Dan Cederberg, Ellen Buchanan, Carma Gilligan, Rich Huffman, Alan Newell

**Staff:** Rod Austin, Laurie Johnson, Julie Walsh

**Guests attending:** Melanie Brock, Acting Executive Director of the Missoula Downtown Association (MDA), Eran Fowler, Executive Director of the Poverello Center (Pov), Paul Miller, board member at the Pov, and Aaron Muir and Dave Strohmaier from Historical Research Associates (HRA).

**1. Meeting Commencement**

France called the meeting to order at 3:06 pm.

**2. Introduction of Guests and Public Comment**

Guests were introduced and there was no public comment.

**3. Poverello Relocation Funding**

Fowler passed out packets for trustees to view. She stated the Pov has needed a new facility since 2008. They are now raising funds for facilities and working on the design. They are in their quiet phase of a successful capital campaign. They have been working with private donors, business owners and BID members, and the Missoula Downtown Association (MDA) recently did an appeal to its members.

Fowler reported key factors in the new facilities will address problematic behavior and serve 400 meals per day. The current 13,000 square-foot space will be replaced with a 20-22,000 square-foot design that is smarter and more multi-purpose. The dining room will double as classroom, and dorms will allow for more space and better traffic flow. Space between beds will increase from 1-2 feet now to 3-4 feet. Fowler also said the new facilities will have more food storage so the Pov does not have to purchase as much food. The new facilities will also have additional programming so clients can stay on site and be productive throughout the day doing job and housing searches, resume work and GED preparation. Fowlers discussed various grants the Pov has received for its relocation. She said spring and summer will be the demolition of the Trails End site. She said the Pov will be bidding out the abatement work in 4-5 weeks, then bidding out the demolition work and the building will come down. To summarize, Fowler said the goal is to be operating in facility by the end of 2014. The current property is on the market and there is no plan to operate simultaneously in both locations. She emphasized the problems at the Pov are due to doing the best they can in an inadequate facility. She added people worry a rebuilt center will be more expensive to run, but explained that maintenance and energy costs in the new building will

decrease significantly. Also, the new facility will allow staff to work more efficiently, rather than walking around the center making sure people are safe.

Fowler said the cleanup of the building would be funded by the Brownsfield Program, and endowment for operations would require additional fundraising. Miller showed the group a graph that indicates the Pov reduces the chance of homelessness. He emphasized 60% of those who eat at the Pov are not homeless, but are being kept from becoming homeless. Fowler added supportive programming helps people stay away from homelessness by eliminating the question of whether choose between rent and eating. Fowler said the new facility fits in with the mayor's Ten- Year Plan to End Homelessness. In the draft, one major point is a safety net, which is the Pov. It helps address homelessness with emergency service. Fowler said the cost of emergency services will decrease with the new facility, and wound care is going to be easier to move to the new facility, rather than having clients stay in the hospital.

France said the BID board has discussed funding the project over two years. Gilligan specified \$2,500 per year for two years. Newell said the board should consider whether it's the right precedent if we are putting money into this. Buchanan remarked it is unique because of the BID's investment in stewarding the Downtown Master Plan. Newell added the Pov will stay in the BID service area. Austin said he has not talked to neighboring properties. Newell said if they decide they don't want to join, we can still have the Pov join. France said a new Pov is important to the Clean and Safe Commission. He said the BID is very tied in with the Hot Team. Austin said the donation could come out of the contingency budget. We may have \$40,000 carryover of uncommitted funds. He said the first payment could be in June after bringing in the new block.

**Cederberg motioned for the total contribution to the Pov project to be in the amount of \$5,000, with \$2,500 to be paid on annexation of the property to the BID and the other \$2,500 to be made January 2014. The contribution will come out of the contingency budget. Newell added to amend the budget so the second payment comes from the business development budget. Beaton seconded the motion and it passed unanimously.**

#### **4. NextExit History**

Muir remarked in the fall HRA was working with the University of West Florida (UWFL) on gathering information for the Next Exit History mobile application, and the two organizations are now finishing up a memorandum. He said there is a pilot of Missoula historical attractions running. HRA will be gatekeeper of the information. He said the goal of the app is to bring people into the community and to keep them in Missoula longer. The app will help historical organizations connect with a changing visitor base. The app is tied to Google Maps and geotags everything to locate the user. Backpacks are a feature that puts site information together, so that you have information where there is not cell reception.

Strohmaier began to demonstrate the app for the group. He explained the visitor will see nearby sites. Knowing more about local historical attractions will make them want to stay longer and pump more into our economy. With each site, there is narrative text and audio. Downtown Missoula has a backpack, which includes all 28 Downtown historical sites. Once you download a backpack, you don't need internet or cell phone access after that point. There is also a full website where you can search. Newell

asked how we let people know this is available in Downtown right now. Johnson suggested getting smartphones for ambassadors. Beaton said it wouldn't cost that much more to upgrade Johnson's phone and it would be really beneficial. Newell said the BID phone might be upgradable. Austin commented the BID already has a data plan for the tablet. Beaton said the BID would have to budget another \$360 per year. Newell also suggested putting informational cards on the ambassador cart and spread the word through the MDA e-blast, newsletter and website. Gilligan suggested presenting it at the ratepayer breakfast. Buchanan suggested decals for storefront windows. Huffman suggested putting decals on the ambassador cart to be greener than printing informational cards. Austin suggested putting QR code on kiosks.

Strohmaier went on to demonstrate different features of the app. He asked the group to let him know if they see a notice a site is not listed. Cederberg suggested presenting it to the Chamber of Commerce or at an MDA luncheon. Newell said he needs to use the next month to let people know this is here. He said he wants to present to the Wayfinding Steering Committee and show it to MERJE. Newell said he could present it to Destination Missoula. France suggested putting an article in the Kaimin to tell students there is a backpack for Downtown. Beaton asked how this generates money for Missoula. Newell said for example, if the MDA contracted with us to put up 20 sites, HRA would charge \$500 and we will put a sponsor on the bottom. Newell said there have 400-500 downloads per month on average. Buchanan suggested going to the State in case they want to put together a historical tour of the state. She remarked heritage and economic development work together, so the app must have good reliable content.

## **5. Ratepayer Breakfast**

Austin said he moved the breakfast date so the Friends of Downtown Campaign fits into the agenda. However, the Missoula Downtown Foundation (MDF) board took a step back at the most recent meeting and found it is probably not going to be ready to roll out the campaign. The breakfast still should be the last week in March. The group decided on Wednesday, March 27<sup>th</sup>, 7:30-9:30 am. Austin suggested getting the meeting started right at 7:30 am. Austin said to replace Friends of Downtown discussion with NextExit History discussion. The Pov relocation will also be discussed. He said he will try to get Eran and Paul to attend. France suggested getting Travis from the HOT Team to present. Austin said he has started accumulating data for statistics sheets. He said the brochure may be ready.

## **6. Director's Report**

Downtown Master Plan – Austin Reported this week the Wayfinding firm MERJE will be in Missoula March 18-20. The public meeting will be on Wednesday night and MDA members and property owners are encouraged to go.

Discussion briefly turned to the Missoula Mercantile building.

Austin said he is looking for a warm day above 50 degrees where graffiti removal can get done.

Discussion ensued regarding the different types of pedestrians frequenting North Higgins lately. Austin said there has been more positive garbage in that area, and Cederberg said another pedestrian category

could be “adult with child.” France remarked it is a good sign when visitors want to hang out downtown. France remarked it would be valuable to start tracking that.

## **Committees**

Business Development Committee - Marketing brochure & Inventory – Austin reported the business and marketing committees are meeting to update brochure.

Finance Committee – Newell reported the committee didn’t meet this month. The BID should end the year with a healthy balance.

Employee – Newell reported the BID hired another intern for the downtown inventory, Harry Brennan. Austin said the Missoula Redevelopment Agency (MRA) had money that was never spent. He said Harry is putting in 25-30 hours per week. He said the next big hurdle is gathering contact information from property owners. Austin said he gets inquiries weekly that would be answered by the information being gathered in the downtown inventory update. Many of these inquiries are prospective business owners. Newell said it would be useful to be able to easily run the reports of the information. Gilligan said the information will help property owners know what is out there. Austin said the Missoula Economic Partnership (MEP) site selector will benefit from this inventory. Newell remarked we need to find someone to replace Jessica’s skill set, and perhaps Julie’s position would have the time. Newell suggested the BID charge for reports generated by the inventory database. We need a plan for what to do. Gilligan said the BID can’t keep spending money until we know what to do with the information and that someone with Access skills would be ideal to hire. Newell suggested the marketing brochure committee moves to the task of downtown inventory after the brochure is finished.

## **7. Ambassadors Report**

Johnson remarked a smartphone for ambassadors is easy and something people would be interested in it and easy. Newell suggested looking at the cost of getting iPhones.

Johnson said that problem with transients has been very mild and that the state of things has improved. She said the Missoula Art Museum (MAM) is taking interest in building public bathrooms. She said the Portland loo is a free standing bathroom and it cost \$90,000 to install. She said there is a mirrored design where you can see out and people can’t see in, but it motivates people to get out of the restroom quickly. The restroom would use a plumbing system.

## **8. Approval of January 15th Minutes**

**Cederberg moved to approve the minutes as amended. Gilligan seconded and the motion passed unanimously.**

## **9. Financial Report**

Austin reported Robert and he are working on the budget document for 2014. The draft budget will be ready for the next board meeting and the finance committee will discuss it. Austin also said they be getting a list of 10-15 locations of where to plant trees this spring. He said the Wayfinding committee is working to get organized for when MERJE arrives. They want a downtown group to meet. Austin said he

is the captain. They've got placeholders for BID representation. Discussion ensued about people who are meeting with MERJE, with a meeting plan to be solidified soon. Austin said the MAM is inviting a BID board member to be on the pocket park committee. Austin said he met with Susan Hay Patrick and Paul and Jeanne Mosely about their continued involvement with the Real Change program, which will probably be less intensely financial. They talked about rebranding the campaign, changing the way money is collected, and doing a better job with public awareness. They would like to see more financial backers. Austin also said they considered being downtown more often. He said the BID will hear of Jeanne's new ideas.

#### **10. Trustee Comments**

France remarked on a woman having lunch at Worden's was from Newcastle showed him her clootey mat, a poster board with a cartoon of when the Vikings tried to invade and Newcastle.

Austin said he and Tim were meeting with police chief and the captain on the review of last year and this year's policing. The chief has a few people showing some interest in this fast-burnout job. Austin also encouraged board members to RSVP for the city council luncheon with the MDA. Discussion on changes in the downtown police officer position ensued. Newell said maybe it should be two people split half the season. He remarked that perhaps there will be a better response if it's different people.

#### **11. Meeting Adjournment**

The meeting adjourned at 5:19 pm.