

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA
Board of Trustees Minutes
Tuesday, July 16, 2013 3-5 pm
MDA Conference Room
218 E. Main St., Suite B

Board of Trustees: Tim France, Charlie Beaton, Ellen Buchanan, Carma Gilligan, Alan Newell

Staff: Melanie Brock, Julie Walsh

Guests attending: None

1. Meeting Commencement

France called the meeting to order at 3:08 pm.

2. Introduction of Guests and Public Comment

There were no guests present and no public comment.

3. MDA/BID Director MOU Extension

Brock said her last day with the BID is August 28, and she has been talking to Linda about the reorganization. January 1, 2014 will be hopefully the start date of the partnership, so the existing contract between the BID and Missoula Downtown Association (MDA) needs to be extended through December 31, 2013. Under the new organization, the MDA would still be the benefits and retirement provider for staff.

Beaton moved to extend the MDA/BID MOU to the end of the year. Newell seconded and the motion passed unanimously.

4. MDA Staffing Transitions

Brock said the open Marketing and Events Director position closes soon and a hiring committee, Todd Frank, Tim France, Lynda Brown, Heidi Starrett and Linda McCarthy, will conduct interviews. Brock said Colin Hickey's last day is Tuesday, July 23, but he has committed to training the new person a couple hours per week. He will work for Hank Green.

5. West Broadway Expansion

Brock reported she has been working with Marty Rehbein on expanding the BID to West Broadway. She hopes it's ready to go to City Council by next fall.

5. Director's Report

Master Plan – Update

Wayfinding: Brock reported wayfinding consultants MERJE will be coming back to Missoula by the second week of September and presenting a final schematic. They will indicate where signage should go. The steering committee will break up into different subcommittees. Brock said each district is responsible for its own fundraising, and businesses are not allowed to put their logos on wayfinding signage. MERJE said they will make a brochure for us.

Committees-

Streetscape- Gilligan reported American flags are up on Higgins Bridge. Brackets have not been lowered because they would have to be broken off in that case. For the next few years flags will only go on the bridge. She added corner landscapes are still the property owners' responsibility. Gilligan also said the garbage can outside Bernice's Bakery was hit by a car, and she asked Metal Works of Montana to give a bid on the garbage cans. Gilligan said the BID needs to think about buying some more garbage cans. Buchanan suggested the ambassadors remind people to put water in their landscaping reservoirs, and we can also send out an email reminder.

Marketing – Brock said she is getting bids now on how much it will cost to print the Downtown marketing brochure. Brock added the BID/MDA website is now responsive to mobile phones.

Budget - Newell said there was no recent meeting, and the next meeting will look at year-end numbers.

Business Development Committee - Brock reported the committee decided to invite Buxton to come to Missoula in August or September to give the full presentation. Their services will cost \$65,000. Brock emphasized it is important to show Buxton what we have and see how we can integrate their information with the data the BID has collected.

Update on Downtown Inventory - Newell said the inventory is as finished as it can be, although there was only a 40% response rate. The majority of non-responders appears to be attorneys. He said it is hard to tell how many new responders participated. There had not been an update in 1.5-2 years. Beaton suggested some of the survey questions are too personal. Newell said we need to figure out how to get the new full-time employee with the partnership using the information in the Downtown inventory.

Other - Brock reported the downtown facilities staffers have expressed concern that installing banners on the Higgins Bridge on a 12-foot ladder is unsafe without protection. Discussion ensued on various options to improve the safety, and Beaton suggested using a bucket truck.

6. Ambassador's Report

Johnson was not present to report. Brock said some student resource officers are spending more time downtown. They are not compiling stats and reporting the way Andy Roy is. Rainbow gathering traffic has been problematic. Andy is getting a lot of complaints though and handling them. Ernie, the weekend maintenance worker, is doing great. Three dumpsters are being filled each weekend. The urban forester in Parks and Recreation resigned. We will reach out to Donna Gaukler and start a good relationship with whoever steps into that position.

7. Approval of June 18 Minutes

Beaton moved to approve the minutes. Gilligan seconded and the vote passed unanimously.

8. Financial Report

Newell reported the BID ended the year in good shape, with a \$75,888 carryover as of now. Newell said he would talk to Robert about checks number 3385 and 3415 on the check register, which were two checks for \$3,900.

9. Trustee Comments

Beaton commended Brock for her commitment and work in Linda and Rod's absence, especially as a temporary employee.

10. Meeting Adjournment

The meeting adjourned at 4:42 pm.