

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting Minutes**  
**Tuesday, March 15, 2011**  
**ALPS Conference Room**  
**111 North Higgins (Second Floor)**

**Attendees:** Charlie Beaton, Ellen Buchanan, Dan Cederberg, Tim France, Carma Gilligan, Rich Huffman, Alan Newell

**Absent:** N/A

**Staff:** Rod Austin, Patrick Ryan

**Guest:** Jessica Daniels, Martin Knight, Laurie Johnson

- 1. Meeting Commencement:** 3:05 pm
- 2. Introduction of Guests and Public Comment:** Rod introduced Jessica Daniels and Martin Knight who will be providing an update on the Downtown Inventory. He also introduced Downtown Ambassador Laurie Johnson.
- 3. Downtown Inventory Update:** Jessica Daniels and Martin Knight presented a PowerPoint presentation detailing the Downtown Inventory project. The Downtown Inventory is a tracking system which creates a comprehensive baseline that tracks changes over time. The Inventory provides a foundation for identifying existing and potential retail categories, future leasing opportunities, and gaps in the market. Goals of the project include assisting the community, realtors, developers, and new businesses in efficient site selection, ultimately attracting more employers and investment in the local community. It would also promote collaboration between the MDA, BID, MRA, MCDC, MAEDC, and MEP. Discussion ensued following the presentation. Laurie commented on the challenges of collecting the data, noting that getting information on rents and annual revenues were the biggest problem. Ellen asked if it would be beneficial to have a confidentiality agreement. Jessica said they are working on a confidentiality statement and agreement. Alan believed that initially some people might be reluctant, but may come on board once they see the information rolled out. Tim agreed, saying that participation would likely be incremental. Tim also asked about the timeline for the project. Jessica reported she was planning on finishing by the end of September, but it could continue into the winter. Alan asked how long the budget will sustain the project and Jessica said it would last until the end of June and would be revisited for the next fiscal year. Ellen said that the Master Plan was able to demonstrate economic development and received a \$25,000 grant from Big Sky Trust. She said that might be an avenue to get funds for the Inventory and noted that the application went through the MAEDC. Rod said he would talk to the MAEDC. Alan asked if there could be a preliminary report and Jessica said she'd work on this. Ellen commented that such a report would be highly valuable for the Ratepayer's Breakfast. Overall, there was general agreement of how great the project was and how well it's being conducted and implemented.
- 4. Real Change Recipient:** Rod said he was supposed to have a meeting with the Mosleys, but that hasn't take place yet. In talking to the MDAC Rod explained that it might not be a Poverello Center project and the Center didn't have a problem with that. He indicated that the biggest challenge was funding, but added that Susan Hay Patrick was confident the United Way would come up with matching funds. Another challenge Rod mentioned was how to work with the other organizations (Montana Food Bank and Salvation Army) that would be impacted. Tim asked if the HOT program would be ready for a spring rollout and Laurie said it would be in early May. Tim said that this will start moving quickly. Rod agreed and indicated that all the pieces are fairly well in place and everything can be rolled out quickly.
- 5. Ratepayer Breakfast:** Rod presented a preliminary agenda for the breakfast and confirmed it will take place on April 21 from 7:30am – 9:30am and will be set up as it was in the past. Discussion ensued about committee presentations. Suggestions included having Jessica Daniels present a shortened version (five minutes) of her

PowerPoint on the Downtown Inventory (which Alan felt could be a part of Recruitment & Retention). Rod said he could talk about policing and homelessness and suggested Linda McCarthy could discuss the Caras Park Campaign – he also noted that she wanted to talk about the Downtown Foundation. Tim suggested that one committee member could do a brief presentation, supplemented by a handout and then field any questions that arise. He added that not every committee needed to do a presentation (i.e., Financial and Employee). Charlie said that Streetscape, Marketing, and Recruitment & Retention should be there. Alan suggested a bulleted list of committee accomplishments, with Ellen adding that there could be a rolling slideshow of such accomplishments. Dan said it would be beneficial to get ratepayer feedback, in the form of a Q&A or possibly a printed survey asking, for example, for a list of the five best things the BID did over the past year and five things that could have been done better. Discussion ensued.

6. **FY 2012 Budget:** Rod reported that Recruitment & Retention and Finance committees have met and that Finance is going to try to operate off a zero based budget. He said some numbers needed refinement and that he will have the actual numbers in the near future. There may be some adjustment to MDA salary rates. The BID will try to do a better job of tracking assessments when they get posted. The last six to nine months they studied the city documents pretty closely and need to be able to track this more efficiently. Discussion ensued about discrepancies between our records and what the city provides. Rod reported that Curt at ORI wants \$1.25 more per hour per contract. This represents an approximate 4% increase resulting in about \$1935 more per year. One thing that bothered Rod was that Administration expense was just under 26% and it has always been under 20%. Rich asked what the carry-over number would be. Rod said \$100,000, but Dan thought it would be closer to \$70,000. Alan pointed out that the carry-over is what we say it is, not what the city reports. When we finish out June, we'll know the carry-over. Finally, Streetscapes and Marketing are meeting next week and they will discuss budget as it would be helpful to Rod to figure out how to roll it out and spend it.

## 7. Director's Report

### a. Downtown Master Plan Update

- i. **Front & Pattee Parking Structure** – Ellen reported they had a good meeting with architects and contractors. She said drawings will be finished by March 29 and they will focus on getting subcontracting bids. An agreement was reached with Holiday Inn that would re-stripe their current parking lot, resulting in the following changes: Holiday Inn would no longer have nine allocated spaces in the parking structure, no Holiday Inn signage on the structure, and added sidewalks and median improvement. It would also allow for the use of a less expensive crane for construction, resulting in an approximate savings of \$200,000. Finally, Ellen noted that the goal is to make the last pour of concrete by November 1, which would allow construction to continue during the winter.
- ii. **Implementation** – Rod said there would be a meeting on Thursday, March 17, and that the biggest issue would be how to get funding for the Front and Main conversion. Rod also mentioned that TPCC and TTAC were talking about expanding pedestrian access from the Rattlesnake area across Broadway to the Van Buren pedestrian bridge. Discussion ensued.

### b. Committees

- i. **Mayor's Downtown Advisory Committee** – Rod said the Safety and Security committee from the Mayor's Downtown Advisory Commission may be going back to discuss increased consequences for criminal offenses. While important, Dan made the point that services needed to be provided first. In the paradigm of "compassion, education, consequences," he said compassion needed to come first, and then the rest can follow. Regarding the Poverello Center relocation; Rod said he thinks there will be a meeting next week. Dan said the Center had made an offer on the W. Broadway property across from the Trail's End bar. Discussion ensued about the impact of this relocation with Rod noting that the "troublemakers" sometimes associated with the Poverello Center are not the usual people who make use of their services. Rod added that Ellie Hill has a bill in place for a pre-release program in Deer Lodge that could be utilized before inmates are released and sent to Missoula.

- ii. **Marketing Committee Update** – Marketing Committee will be meeting on Thursday, March 17, and then meeting with Colin Hickey (MDA’s new Marketing & Events Director) on March 24. The committee will work on the strategic planning guide Julie Weaver put together. Tim noted that the hard data in the planning guide will be invaluable and that there is a list of directives to be addressed.

The focus then shifted to an extended discussion about the poor condition of Higgins Bridge and how to address that.

- iii. **Streetscape Committee** – Rod said a meeting will happen right after the Marketing Committee meeting at St. Patrick Hospital.
- iv. **Recruitment & Retention** – Rod reported that there was nothing new, but that ultimately there will be a discussion of how to relate to the MEC.
- v. **Employee Committee** – Rod reported they discussed an upper limit for raises and problems with the Cafeteria plan due to bookkeeping errors.

c. **Other**

- i. **POV Relocation** – Discussed earlier during the MDAC report, but Rod added that North Higgins business and property owners were going to be meeting at some point to discuss the relocation to the W. Broadway property.
- ii. **Downtown Police Officer** – Rod reported that he, Tim and Dan would be meeting with the Mayor on Wednesday, March 16, to discuss the issue and work out the details. Tim said he’d like to have the officer from April through September. Discussion ensued about efforts to make this a desirable position. Ellen said one of the first things to do was figure out how to structure the position with officers to sell it as a desirable job. Alan added that it was important for downtown businesses to connect with the officer and acknowledge his or her efforts. Tim said the program should be successful, but it was important that all resources (city, judges, police department, and the jail) work together. Discussion ensued about the difficulties of dealing with transients downtown. Dan commented on the fact that we are enabling the homeless and that consequences need to be addressed. Laurie Johnson agreed, adding that there could be a burn-out factor for the officer if people keep getting let back out on the streets with seemingly little consequence. Ellen noted that the city doesn’t really have that many programs to deal with the number of addicts and the mentally ill. Tim was concerned about how the police were dealing with the seriously mentally ill and suggested that officers weren’t addressing what’s happening on the street efficiently. Rod agreed and added that it would be important to focus on the compassion, education and consequences issues.

**8. Ambassadors Report:** Laurie reported that there have been huge improvements downtown over the last four years and she’s seen a definite change. Police officers are paying more attention and, while it could be improved upon, it had definitely gotten better. She added that for January – March, while business statistics were up, the statistics in most other categories were lower. She said that was due in part to having only a single ambassador, Laurie’s absence due to illness, poor weather and survey work. Regarding presentation at the Ratepayer’s Breakfast, Laurie suggested comparing 2009 to 2010 as it would be more difficult to compare 2010 to 2011 given the foregoing. General agreement from the board. Ellen asked if there had been any tracking of 911 calls between 2009 and the present. She also asked how police allocation is given to 911 calls, noting that more calls should trigger more enforcement. Discussion ensued about how data was collected, if there was an actual database, and if information was broken down in subcategories and geographical locations. Carma acknowledged that, while there are categories, there wasn’t a geographical field. Tim noted that BID is getting closer to examining the police grid, where calls are coming from, and how police resources are being allocated. He added that he wanted the opportunity to discuss this at the meeting with the Mayor and police department. Rich asked if a recap of the meeting could be emailed to the board. Rod agreed to do this. Laurie finished her report by noting that as the weather had gotten warmer, instances of graffiti had increased.

- 9. Approval of December 14th Board Minutes:** Several board members requested minor changes to the February minutes, all of which were noted and subsequently changed by Patrick Ryan. **Ellen moved that the minutes be accepted as amended. Alan seconded and all approved.**
- 10. Financial Report:** Alan reported there was an adjustment of \$18,000 to the negative, but he doesn't have all the details yet. Some receivables changed from month to month. He noted that financials are on a good path from here. Rod added that Robert Giblin, the new bookkeeper, has been doing a great job working on all this. Carma noted that there was a small mistake on the FY 2012 Budget, namely that garbage bags should be \$500 instead of \$1000.
- 11. Trustee Comments:** N/A
- 12. Meeting Adjournment:** 5:40 p.m.