

Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, February 18, 2020 at the DMP Office (218 East Main)

Present: Tim France, Carma Gilligan, Scott Stearns, Dan Cederberg, Ellen Buchanan, Kirk Bodlovic

Absent: Charlie Beaton

Staff: Linda McCarthy, John Corwin, Robert Giblin & Bram Moore

Guest: Kelly Bouma, DMP Intern

President France called the meeting to order at 3:09pm. Kelly Bouma introduced herself as the Heritage Interpretive Plan intern for the DMP.

Approval of January Minutes: Gilligan motioned to approve the minutes with a few clerical edits. Stearns seconded the motion, which passed unanimously.

Review & Potential Approval of Contract Addendum with Dover, Kohl & Partners: Payne Block: McCarthy introduced the proposal from the Missoula Redevelopment Agency to contract with Dover, Kohl & Partners to do a site planning process for the Payne Block, the site of the current and soon-to-be former library. An addendum to the contract with DKP will allow for a public engagement process and a site development analysis as part of the Downtown Master Plan. Referring to Buchanan's memo to the MRA Board, the cost will be right around \$50,000 with half of the funds coming from tax increment financing and the other half from the Big Sky Trust Fund Planning Grants that the Missoula Economic Partnership will be applying for. The MRA Board is scheduled to take action on this item at its February 20 board meeting. The planning grant requires a 1-to-1 match on funding. Dover, Kohl & Partners will do some massing and height analysis, public outreach and targeted planning to get the best and highest use from the block McCarthy reviewed the deliverables from the proposal. Hopefully there will be a residential component to the future space. **Stearns moved to amend the current Downtown Master Plan Contract to add a second addendum for additional planning on the Payne Block. Cederberg seconded the motion, which was unanimously approved.**

Review & Potential Approval of the DMP Strategic Initiatives for 2020-21: As a continuation of the Strategic Planning process for the DMP, the three task forces - Foundation Initiatives, Integrated Impact and Marketing & Communications – have meet weekly. From those meetings, the DMP staff have articulated the strategic goals and initiatives for the organization to focus on. McCarthy briefly reviewed the action items on the list included in the board packet.

Buchanan asked how the staff member feel about the initiatives. McCarthy noted the staff is still processing and fine-tuning the finite details, and Giblin added that the staff is always looking for ways to improve upon all we do. Discussion ensued on why this was necessary and how it impacted the work of the BID. Both Stearns and Buchanan expressed that the initiatives seem like a solution without a problem. McCarthy explained that different board members had differing perspectives and suggested that overall the DMP is simply reviewing and refining its work so the community and the stakeholder better understand who we are and what we do. Buchanan moved to approve the DMP Strategic Initiatives for 2020-21, Cederberg seconded the motion, which was unanimously approved.

Financial Review: Giblin noted the cash position for the BID is currently at \$158,458. BID has essentially the same amount of cash now as it did at this time last year. Assessments continue to come in, and the BID received \$13,059 in January. January spending was business as usual, and cash flow is good.

Update on North Riverside Parks & Trails Plan: Rollout to Public March 24-26: McCarthy updated the group on the planning process and noted the team is dialing down on concepts and phasing. The team is looking to roll out the final plan to the public the last week of March. Noting the Wilma is not available, McCarthy asked the group what venue

seemed best for this rollout: the Roxy, the Holiday Inn or MCT. She noted the results of the most recent meeting with the Blue Ribbon Committee: people really liked the gateways and pathways down to the river, the under-bridge improvements, and the ice ribbon. Discussion ensued on management of the ice, parking and access/

DMP Leadership Team Meeting with City & County: Wednesday, April 8 from 11:30am-1pm at ZACC: Each year the DMP meets with city and county leadership to build connections and relationships and discuss downtown successes and issues. McCarthy noted this event helps with networking and relationship-building. She reminded the group that this annual event did not happen in 2019, due to the Downtown Master Plan Update. It's a great way to gauge what people like and dislike about Downtown. She asked everyone to ensure the event was on their calendars.

BID Ratepayer Annual Meeting: Wednesday, April 22 from 11:30am-1pm at the ZACC: In preparation for the annual meeting of BID Ratepayers, McCarthy noted the event would also be at the ZACC as a way to showcase another great investment in Downtown. She asked what the Board would like to see on the agenda and what should be featured. Cederberg suggested a presentation on the Riverfront Triangle. Buchanan suggested a discussion about the Payne Block. Discussion ensued on other things that need to be communicated and how much time each item might take. McCarthy agreed to ask Nick Checota and Jim McLeod to present.

Brief Review of BID Rate Structures in Montana: Included in the packet was BID rate structures for other Montana Downtowns. Stearns asked to be part of the discussion with the Finance Committee on the rate structure. Stearns suggested the BID Board takes the time in analyzing the BID and the issues that were brought up during renewal, including the condo assessments and residentially-zoned parcel exemptions. Cederberg suggested it be the Finance Committee's tasks, and Stearns will be invited to attend. Buchanan noted a public notice would be required if four or more board members were present.

Mission Updates: Ambassador, Clean Team, Maintenance, Policing, Business Development: McCarthy asked the board members what their thoughts were on potentially adding another officer to the DDPO contract. The MPD is looking to apply for a grant that might help fund community policing for Missoula. The idea scenario would be to have downtown policing seven days a week, instead of four. Cederberg thinks it would be good to take the pressure of Officer Krastel. It would also be great to have a person who supports Officer Krastel. The contract is up for renewal this spring.

Partner Updates: MDA is currently fundraising for all events and looking to raise about \$140,000 in sponsorship sales., as well as sending our second reminders for membership dues. Winter BrewFest is in two weeks. The Foundation pledged \$10,000 to the Missoula Public Library and continues to work on adoption of the Heritage Interpretive Plan.

Announcements: Because the March BID Board Meeting will be during Spring Break, it was decided to cancel the meeting since several folks will be travelling.

With no new business or announcements, the meeting was adjourned at 4:57pm.

Downtown Missoula: Connecting Our Community!