

**Downtown Business Improvement District  
Board of Trustees  
Tuesday, June 19, 2012 from 3-5 pm**

**Attending:** Tim France, Rich Huffman, Charlie Beaton, Carma Gilligan, Dan Cederberg

**Absent:** Alan Newell, Rod Austin, Laurie Johnson

**Guests:** Linda McCarthy, Jason Paganelli

The meeting was called to order at 3:06 pm.

**Introduction of Guests and Public Comment**

Jason Paganelli from Parks and Recreation introduced himself. There was no public comment.

**Orange Street Underpass Cleanup (Paganelli) Action Item**

Paganelli presented his proposal regarding the tunnel under the Orange Street railroad tracks. He described the tunnel as dirty and dark. The two pedestrian walkways have been neglected for years. Many of the 40 lights that run down each side have been broken or are burnt out. Montana Department of Transportation (MDT) is responsible for maintaining the lights, Austin has directed the clean team to the tunnel, Parks and Rec removed snow, and public works provides other maintenance. Paganelli's current concern is the safety of citizens who use this neglected, graffiti-ridden tunnel, and whether there is a way to fix this problem. He recently asked MDT to fix the lights, which have recently improved the safety and cleanliness of the tunnel greatly. Ideally, Paganelli would prefer fewer fixtures in the tunnel and brighter LED lights that are vandal-proof. He would also like to paint it, which is the basis of a long-term maintenance plan. Since he oversees volunteers of Parks and Recreation, he is constantly looking for projects that citizens can do to improve Missoula, and this seems to be a potential project. He would like to improve the safety of the tunnel by painting it a bright white color.

To fund the painting project, Parks and Recreation has received a neighborhood grant of \$500, another \$500 from MDT, and \$250 from the graffiti task force. Paganelli stated that he is now asking the Business Improvement District (BID) for \$500. This would mean total funds raised equal \$1,750. \$1,600 would pay for the cost of the first coat, while leaving \$150 for additional paint to cover future graffiti immediately, usually within a few days. An end-goal for this tunnel would be bright lights, cameras, and an emergency phone. Painting the tunnel white is the first step to making the tunnel much safer. Paganelli would like to start painting by the end of the month, using volunteers like Vans, SpectrUM, and a boys' home volunteer group.

Paganelli explained that he had success at the skate park by painting the entire park gray. Now, because they have been so diligent about covering new graffiti right away, people have stopped vandalizing it. There will be a need for 50 gallons for the first coat. It is easier to paint over graffiti than it is to scrub it, and painting over new graffiti will act as the additional coats.

Paganelli mentioned that he will be able to apply for more grants next year, and once the project happens, appreciative neighborhoods will further support it. The project benefits downtown by opening a corridor for Northside pedestrians to access the downtown area. McCarthy agreed, adding that it also acts as a major gateway from the interstate into our community.

**Cederberg motioned that the BID allocate \$750 to this project from the graffiti task force budget to be used to paint the south side of the tunnel. \$500 will be used for initial renovation, and \$250 will be used for 10 gallons of paint reserves. Beaton seconded and all approved.**

### **Wayfinding Presentation (McCarthy) Action Item**

As Austin was absent for this meeting, McCarthy gave a PowerPoint presentation on the goals and needs of a Wayfinding system for Missoula. She also passed around a booklet from Corbin Design, a company that creates wayfinding visuals. Linda mentioned that planning a Wayfinding system with the help of consultants like Corbin would cost between \$75,000 and \$100,000. When asked whether it was in our best interest to design Wayfinding on our own, the group consented that expert opinion is valuable and necessary.

During the course of the presentation, Gilligan asked what defines a brand for a city. McCarthy explained that is how a city describes itself. This can be in the form of a tagline or color scheme. When surveyed, only 50% of community leaders supported a brand, but they unanimously supported a community-wide Wayfinding system (rather than separate neighborhood systems). McCarthy mentioned that a brand should be in place before Wayfinding design takes off.

Currently, Wayfinding is in the fundraising stage. McCarthy is asking for a \$2,500 contribution from the BID, as well as representatives. \$2,500 will also be asked of the Missoula Downtown Association (MDA), and \$5,000 of the downtown community.

Further discussion followed the end of the slideshow. McCarthy explained that the County is excited about Wayfinding, yet it does not make sense for Wayfinding to be county-wide. She is not sure what the Missoula Valley boundaries would be.

Beaton said that they have talked on the Hip Strip about their own small form of Wayfinding. He mentioned the possibility of fundraising with block parties, and that they can raise more money collectively with other Wayfinding fundraising efforts. The vision McCarthy describes includes downtown kiosks and perhaps different color schemes for various areas of town.

Beaton then explained that, after the planning is funded and finished, the implementation of the Wayfinding plan in 2013 will require additional fundraising. McCarthy said the Tourism and Infrastructure Investment Program typically funds projects well under way. Another funding option is the National Endowment for the Arts Our Town Grant, though it should be pursued later.

Beaton explained that Newell has reviewed it and suggests that the BID makes a contribution.

**Beaton motioned to take \$2,500 out of the other advertising funds (line item #76) for the wayfinding proposal. Gilligan seconded, and the motion passed unanimously. Newell supported the motion by proxy.**

#### **BID/MDA Office Contract Renewal, Action Item**

McCarthy explained that Steve Bryant, the new president at Community Bank, has asked the MDA to sign another three-year lease agreement. He also would like us to move into Suite B, a separate meeting space. The MDA Executive Committee and staff would like to rent this suite, as it would free up office space and allow for private meetings. McCarthy said that the MDA has considered moving or buying its own building, but that our current location is functional and reasonably priced. Higgins storefronts should be reserved for retail businesses, and a second-story location would cause us to lose contact our members and customers. Rod is asking to create a proposal that would allow the MDA and BID to rent the 400 sq. ft. space at a reduced rate. Bryant currently wants us to pay \$6,500 in rent for both suites, but Rod and Linda hope to create a services package for Community Bank that would reduce the package to \$5,000. This package would mainly include marketing and sponsorships provided by the MDA, while the BID would provide 30-50% of the trade-out with graffiti and snow removal services. France cited his support, but emphasized the importance in setting limits on the services we are giving them.

**Gilligan motioned to recommend that the BID combine with the MDA on the proposal for more space from Community Bank up to a maximum of three years. Seconded by Cederberg, the motion passed unanimously.**

Further discussion focused on the possibility of erecting a BID sign outside the office. McCarthy explained that designing a new storefront for the building is not a simple process, and adding another design is not affordable at this time. This would require hiring a designer and getting the property owner to approve the new sign. Gilligan specified that we are looking for an additional sign, not one to substitute the existing MDA sign. The more reasonable option is adding a BID blade under the current MDA blade. Beaton remarked that this would not be too expensive. He plans to talk to Rod about it.

#### **Director's Report**

Ambassadors are out seven days per week. The Bike patrol and Bob Franke are also out. Main will be resurfaced and stay a one-way with front angle parking. Cederberg reported that Anne Guest expects the parking garage to be finished on time, in late August or early September. McCarthy reported that the MDA is still in the process of hiring a program director. McCarthy also addressed Gilligan's questions about whether the DT Inventory would be kept up by the new employee. McCarthy explained that Jessica had a skill set that was useful but not specific to her job description. We were fortunate to have her database knowledge while she was here, but it is not actually a requirement for candidates.

Rod has set February 28 for the ratepayer breakfast.

#### **Approval of May Minutes**

**Cederberg motioned to approve the minutes as amended. Huffman seconded the motion, and it was unanimously approved.**

### **Financial Report**

Cederberg stated there was no meeting this week, as many people have been gone. He mentioned that the BID would probably receive \$100,000 this month from tax assessments. Beyond that, things are operating in line with the budget. No expense items are over. In general, expenses are under budget.

Gilligan asked why rent was paid twice in one month, and McCarthy said that she would look into reasons behind that.

### **Other**

McCarthy mentioned that there would be a lot of garbage removal needs on Sunday, July 8 because thousands of people will be downtown for the Missoula Marathon.

Downtown on Tap is scheduled for next Tuesday, June 26, at CTA Architects. Questions can be asked in regard to the Merc renovation.

The meeting adjourned at 4:58 p.m.