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A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

For my first column as President of the MDA, I thought it would be fitting to talk about my journey to this point. I grew up in Anaconda and came to Missoula for college although I will admit it was forbidden in my house to even think of a daughter choosing Missoula over Bozeman. After all, my mother did play basketball for the Bobcats and my sister followed in her footsteps and was on the track & field team. The girl who always wanted to be different applied to both schools and told my family at the last minute that I was going to Missoula because I felt like Missoula was more me. Even though coming here was a big deal in my family, Missoula was always meant to be my stepping point. Missoula was going to be my college town and then I was on to bigger and better things. I always daydreamed about going to a big city in some active outdoor community and living Downtown in a nice apartment where I could walk to work and have all the nightlife and entertainment I strived for within close distance.

I graduated college and took a job here in Missoula so I could wait to see what my then boyfriend, now husband, was going to do. He is not one who likes change very much so let's just say his dream was a little different than mine, but that was ok because he was totally worth the wait.

What happened next is what I didn't expect. The job I held allowed me to get to know a more personal side of Missoula. I was in a marketing sales position and my "territory" was Downtown Missoula. I was given the opportunity to walk in and out of each and every business in our beautiful Downtown. I was able to get to know the owners and employees and even the street vendors. I fell in love with the restaurants and boutiques and the passion this community has for arts and culture. I joined a few committees and was introduced to the Missoula Downtown Association. For years I didn't even realize the magic coming from this amazingly eclectic Downtown that was radiating from each and every person I began to meet. I started to realize that what I had always daydreamed about was right here. Downtown Missoula is my home. Downtown Missoula has everything I was looking for and more because of the people. Thank you to every single person I have made a connection with over the years because you have all played a role in opening my eyes to where I was meant to be.

What I ask of everyone reading this column is to walk into a few more businesses Downtown, attend a few more signature events, join a committee, meet a new friend or connect with an old one. Missoula Downtown truly does Connect our Community. Do your part and fall a little more in love with the place we all call home. As a great man recently said, "It's the people. The people have made this place great." Quote by: Dan Cederberg ■

"It's the people. The people have made this place great."

-Dan Cederberg



MissoulaDowntown.com

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Welcome New Members!

Janna Lundquist Consulting

Jana Lundquist
PO Box 7771
(406) 531-4658
jannalundquist.com

Conflux Brewing Company

Megan Casqueira & Hugh Yates
PO Box 8856
(406) 926-3589
confluxbrewing.com

Missoula Red Room

Sam Belanger
110 E Broadway Ste 302
(406) 274-3468
missoularedroom.com

Christina, Ward, Keller Williams Western Montana Realty

Christina Ward
1817 South Ave West
(406) 552-5908

Tom Aldrich Photography

Tom Aldrich
(406) 672-1064
tomaldrich.net

Mary's Mountain Cookies

Shelby McCracken
101 S. Higgins
(406) 926-2992
marysmountaincookies.com

Remax All Stars-Julie Anton

3420 S. Reserve St
(406) 868-1839
julie@julieanton.com

ROAM Student Living

Brady Maly
301 E. Front St.
(406) 270-7982
liveatroam.com



Did you know as a MDA member you get a \$100 discount on all rentals of Caras Park? Well, now you do!

Book your next event or business gathering AND save yourself some money - we call that a win-win!



Missoula Design Excellence Project Last Community Workshop Tues., March 20

MISSOULA DESIGN EXCELLENCE PROJECT

Promoting High Quality Design in Missoula's Downtown and Commercial Corridors

Missoula Development Services is nearing completion of draft zoning design standards and guidelines for its new Architectural Design Excellence program, and community input is needed and encouraged.

Please join the consultants from Winter and Co. and City of Missoula Development Services staff members for a Community Workshop on Tuesday, March 20 at 5:30 pm at the DoubleTree Hotel. Your comments and feedback on the proposed zoning standards and guidelines that would apply to all building development in the greater downtown area and commercial corridors is needed and appreciated.

The Missoula Design Excellence Project seeks to reinforce recent development successes which

have demonstrated that high quality design can add value to properties and to the city at large, and responds to concerns that some building development projects have not met the community's objective to maintain its distinct identity. The program strives to provide flexibility in maintaining Missoula's unique character, along with a high level of certainty for navigating the regulatory process.

Additional information about the Design Excellence Project can be found online at www.missouladesignexcellence.org. If you are unable to attend the Community Workshop on March 20, please submit comments in writing to design@ci.missoula.mt.us. Your thoughts are valued and appreciated! ■

Connect to Your Community By Attending a Missoula Downtown Association Monthly Social!

Luncheon

Hosted by Missoula Job Service at
Missoula Food Bank
Tuesday, February 13
11:30 am - 1 pm
1720 Wyoming St
\$13.00

Job Service will host this month's luncheon and the topic is Putting "Work" into Teamwork. Featuring a panel of workforce experts discussing a variety of topics such as recruitment, retention, and on-the-job training. RSVP at missouladowntown.com. Payment is required or invoice option selected upon reservation.

Downtown on Tap

Hosted by International Rescue
Committee (IRC)
Tuesday, March 27
5 - 7pm
1535 Liberty Lane

As Missoula's refugee resettlement agency, IRC Missoula meets basic and immediate needs for refugees. Come and learn about IRC's programming for refugees in Missoula and sample some international cuisine provided by the refugee families that IRC Missoula serves!

We've got a New Look...

The Downtown Missoula Partnership launched a brand spankin' new website in February and you should really take a look at how pretty we are now at missouladowntown.com! Thanks to our member, Gecko Designs for all of their hardwork to bring this website to life!

MDA members are encouraged to check out their member page to ensure the information is correct and send in pictures from their businesses for their page to info@missouladowntown.com.



March Gilkey Executive Lecture Series to Focus on Why "Caring is Good for Business"

Michelle Cardinal didn't choose to become a prominent voice in the movement to address Portland's homeless epidemic. But when the problem showed up outside her office, the founder and CEO of one of the nation's top independent advertising agencies quickly got involved.

Cardinal will speak at the University of Montana College of Business as part of its Gilkey Executive Lecture Series on Thursday, March 8. "Caring is Good for Business," which is free and open to the public, will take place at 5:30 p.m. in Gallagher Business Building Room 106.

Cardinal helped found R2C Group, a \$600 million Portland firm with more than 220 employees and offices in four cities across the nation. While not an expert on homelessness, she will engage in a conversation to share her "honest, authentic story about what businesses go through when they're grappling with homeless issues."

In 2015, she returned from a business trip to find that a large homeless camp had settled right outside the doors of her business. The development had a cascading effect on her enterprise – visiting clients were harassed and issues related to drug use and prostitution surfaced, as well as safety and sanitary concerns for everyone from employees to passersby.

"This is about business' responsibility and our social contract," Cardinal said. "Businesses have a right to run their business and have sanitary and safe conditions. But the question I would pose is, 'What is our responsibility in return?'"

Cardinal's career spans more than 25 years in advertising and media. During that time, she has pioneered the use of data to guide informed marketing decisions through the development of leading media analytic tools to target consumers, derive brand insights and measure behaviors.

This unique approach leads to highly effective creative and media strategies that drive massive transformational growth for their clients. Some of these *(continues right)*

clients include Peloton, Chewy, Wayfair, Humana Healthcare and many more.

Cardinal is an entrepreneur at heart and has successfully built three companies from startup and effectively steered the agency through four company acquisitions, successfully merging staff and cultures in four cities nationwide. In 2009, she co-founded Nero Del Gallo, with olive groves in Santa Ynez, California. The company produces and bottles more than 60 gallons of artisan olive oil per year.

UM alumni Harold and Priscilla Gilkey established the Gilkey Executive Lecture Series to enrich business education at the University. Since its founding in 2004, the series has drawn speakers such as BlogHer co-founder Lisa Stone and Potlatch Corporation CEO Michael Covey to address issues regarding marketing, management, finance, ethics and leadership.

In addition to the public lecture, each visiting speaker leads classroom discussions with students and interacts with faculty, staff and campus and community leaders. Visit <http://bit.ly/2EWp6fA> to learn more about the series and to see a complete list of past speakers. Email officeofthedeans@mso.umt.edu with questions. ■

First Friday TFS Workshop Set for March 8

Missoula City County Health Department (MCCHD) will host a workshop to help art galleries, retail businesses and other First Friday Gallery Night participants complete and submit their applications for a Temporary Food Service (TFS) Permit to ensure safe food service practices at all public events.

The workshop will be held Thursday, March 8 from 8-10 am at the MCCHD (301 W. Alder) in Conference Room 210. Both health department and MDA staff and board members will be present to answer questions and provide assistance with completing the applications.

Both MDA and Health Department staff members want to improve communications and decrease confusion in the marketplace around safe food practices, and why the TFS permit is required. ■

Water Projects on the Horizon

With spring just around the corner, planning for construction projects is on the rise, and the City of Missoula has three water projects that will take place in Downtown Missoula this year. Most of the planned improvements are in residential neighborhoods, but three projects will take place in Downtown Missoula.

Missoula Water will replace the water main on 4th Street from Orange to Higgins, including the section that crosses Higgins Avenue. While city staff members do not envision Higgins will be closed down through the intersection, there will likely be lane closures for a week or so. The overall project is expected to take 45 days in the timeframe of April 6-May 31. The Higgins crossing would likely be near the end of that timeframe.

Missoula Water will also replace the water main on Railroad Street from Woody to Toole/McCormick. While the schedule for the project is still unknown, it will likely start in June at the very earliest.

Finally, there will also be a project on Broadway through the Orange Street intersection. This project will take a couple of days and may occur either on a weekend or at night and will likely take place in April or May.

There will be public meetings on projects prior to construction. For more information, contact Logan McInnis via email lmcinnis@ci.missoula.mt.us or phone (552-6766), or visit ci.missoula.mt.us/water.





Sunday, March 4, 2018

Doors @ 11am / Tournament @ Noon

Hell Gate Elks Lodge 383 / 112 N. Pattee Street

Register online:

Missouladowntown.com/poker

or call 406.543.4238



A Fundraiser for The Missoula Downtown Foundation

Take your summer company picnic, fundraiser, or large gathering to the next level when you rent Caras Park!

Rain or shine, the Caras Park Pavilion offers a built-in tent for inclement weather and walls that can be lowered to provide for extra privacy. Close to hotels, restaurants, and bars, Caras Park has the convenience and capacity many other venues cannot offer.

For more information, contact sarah@missouladowntown.com or call the office at 406-543-4238.

Please submit member Shout Outs by the 18th of each month to sarah@missouladowntown.com

Shout Outs

Take a stage play written in 2005, based on a 1935 Alfred Hitchcock film, which was based on a 1915 spy novel. Add in a murder mystery, with just 4 actors playing 150 characters (wait, how do they do that?) and you get a mad-cap, who-dun-it, Monty Python-style comedy full of twists and turns. **The 39 Steps** received 6 Tony Award Nominations in 2008 and has been produced in over 40 countries. Enjoy Hitchcock's funny bone at work in this non-musical play, which is recommended for ages 13 and older. Opening at MCT on **Friday, March 9**. Tickets and more information can be found at www.mctinc.org.

Get your green on, bring the kids, and join the luck of the Irish on **Saturday, March 17 on Higgins Avenue for the 2018 St. Patrick's Day Parade!** The parade will kick off at noon Downtown at the corner of Spruce and Higgins. The parade is being put on by the Missoula Area Chamber and The Ancient Order of the Hibernians Missoula Chapter.

Missoula Market Watch 2018 is coming with professional insight you need to succeed in the local Commercial Real Estate Market. **Wednesday, March 21, 2018** from 4:00-6:30pm. Stockman Bank Building on the corner of Broadway and Orange. Free of charge, but registration is required. Please contact (406)203-4547 or email info@sterlingCREadvisors.com to reserve your spot - space is limited!

Newsletter by Sarah Ferguson