

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, October 19, 2010
ALPS Conference Room
111 North Higgins (Second Floor)

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

Absent: None.

Staff: Rod Austin, Susie Boelman, Laurie Johnson

Guests: Linda McCarthy

1. **Meeting Commencement:** 3:05 pm
2. **Introduction of Guests and Public Comment:** Linda McCarthy of the MDA attended to provide a general update of activities; and Jessica Daniels of the MDA attended the meeting to participate in the DT Inventory discussion.
3. **HR Manual:** Discussion was deferred.
4. **“Experience Works” (EW) Program:** Rod reported he was still waiting for a letter from Experience Works verifying the BID was an eligible entity to participate in the program, as well as outlining the workman’s compensation details of the program. He noted EW requested documents describing how the BID relates to the City. Rod commented, however, that the candidate may possibly have become unavailable. He reported that once the BID is approved for the program it can nominate and suggest candidates. Rod reviewed the requirements for participation in the Experience Works program.
5. **Recruitment and Retention – DT Inventory:** Rod reviewed the intention behind and use of a Downtown Inventory that would play off the existing Mater Plan Retail Strategy. Jessica discussed details of the process, which includes enlisting Laurie’s and possibly one or two intern’s time. Linda commented about one of the primary goals of the Master Plan Retail Strategy being to get a handle on what currently exists Downtown, what might be needed, and that the DT Inventory would assess more than just retail. Carma inquired about whether some of the other businesses benefiting from the inventory would be willing to contribute money. Rod noted the BID, MRA, and MDA are sharing costs of this project. Discussion ensued about the benefits of an inventory such as this. Linda commented about the possibility of using EPA Brownfields Grant monies (if acquired) to clean up buildings identified in the inventory as needing this type of work. Discussion continued about how the information will be used, when used, and the security/protection of the information.

Tim requested Laurie’s time be quantified for a more accurate financial layout of the project. Ellen suggested the data/survey information be the MDA’s property ensuring it lies with a private entity. Discussion ensued about Laurie’s time and demands in the winter. Alan expressed his desire for more information about how Jessica will be compensated as there may be challenges with the current proposal, and he also requested Jessica review the possibility of a third intern relieving her from the administrative/data entry duties. Dan echoed Alan’s concerns about the compensation arrangement for Jessica and noted this must be clearly defined. Linda reviewed the request before the BID and the hope that it and the MRA, if a value is seen, will help pay for the project. Carma requested overtime be called consulting.

Tim clarified the project start date if the BID agrees to move forward. Jessica reported she is prepared to begin immediately. Tim requested four items be addressed: 1) define ownership; 2) define Jessica’s compensation arrangement; 3) he would like to see an example of how to expect to see the data once completed; 4) and determine what in the inventory will be private versus public information. Discussion ensued about ownership.

Alan moved to spend \$9,400 of the Business Retention and Recruitment monies, assuming the proposed 2011 budget is approved allocating \$20,000 for this item, on the Downtown Inventory and use up to 440 hours of ambassador's time in the winter for the project and that the BID Retention and Recruitment Committee oversee the project. Charlie seconded the motion and all approved. Carma volunteered to participate in the data entry steps of the process, committing no more than four hours per week and would like Jessica to evaluate this possibility.

6. **2011 Budget:** Rod presented the proposed 2011 budget and one of the biggest changes being delinquent monies from 2009 taxes not paid representing fifty percent these delinquent monies. Discussion ensued about different items of the budget. Rod commented about budgeting for a Downtown Police Officer in 2011 and the different partnership opportunities he's pursuing. Discussion ensued about the comprehensive marketing campaign costs. **Ellen moved to adopt the Fiscal Year 2011 budget as presented. Rich seconded and all approved.**
7. **Service Agreement with the City:** Rod discussed his recent enrollment in the City's health insurance plan and presented the service agreement requested from the City. Dan reviewed an item he'd like Rod to acquire more information about: Article 3, Roles and Responsibilities – Dan would like to more clearly understand what the BID has to do in order to fulfill the terms outlined in the contract. Rod agreed to attain a clear outline of expectation for the BID and report next month.
8. **Director's Report**
 - a. **Downtown Master Plan**
 - i. **North Higgins Project** – Rod reported on the new light poles banner brackets being too far apart and his hope to have the manufacture repair the problem. He commented about the Grand Opening on Oct 15. The board discussed the overall sentiment being positive to the bike lanes and other North Higgins updates, but there are complaints from car-centric individuals in the community. Charlie commented about his time in France and seeing the exact bike lane configuration as Missoula just implemented. Tim commented about the importance of continued education regarding the project.
 - ii. **Front & Pattee Parking Structure** – Ellen reported on the progress of the RFP process and financial situation of structure. She is scheduled to present recommendations to City Council on November 16. She commented about the positive bonding opportunities available if things can move forward in a timely matter. Linda applauded Ellen and Rod for their efforts and work on this project.
 - b. **Committees**
 - i. **Mayor's Downtown Advisory Committee** – Rod reported Real Change donations were presented earlier that day, with each of the three (Poverello, Food Bank, Salvation Army) organizations receiving a little over \$4,000. Discussion ensued about the Solcido Center's closing and the impact felt throughout Downtown. Rod commented about progress with the Mayor's Homelessness Needs Assessment (City's) and it forward with a consultant. Ellen clarified the purpose of the needs assessment being to determine Missoula's carrying capacity for homelessness. Rod noted that once the surveying portion of the assessment is done and prior to the information rolling out, the business community will have the opportunity to comment about how to use it. Linda reported Jason Weiner's invite to attend a presentation by a national professional on homelessness during the first week of November.
 - c. **Other**
 - i. **Letter to Environmental Protection Agency:** Rod reported on his submittal of a letter of support describing Downtown and the Master Plan as they relate to Brownfield's programs.
 - ii. **Joint Planning Session with MDA Executive Committee & BID:** Linda invited the BID Board to attend a joint planning session with the MDA Executive Committee on October 28 from noon to four in La Grotto Bella. She explained the goals of the meeting being to evaluate where each organization is going and talk about possibly pursuing a partnership model. She reported a

facilitator has been arranged for both this meeting as well as the full MDA Board meeting. Bringing in facilitator for discussion. She invited members to email her with suggestions or comments for items to discuss.

- iii. ***Bike Lane Plowing***: Rod discussed the BID being responsible for plowing snow in the bike lanes and commented about Spokane's snow removal plan.
- iv. ***Database Update***: Rod reported that the second batch of letters had been sent requesting updated contact information from the ratepayers.
- v. ***Debriefing with Downtown Police Officer***: Rod discussed Nicole Pifari assessment of her time Downtown.

9. Ambassador Report: Rod reported Laurie was attending a Lost Prevention Conference in Bozeman with the Police Department. Discussion ensued about the decision to restructure the Ambassador program.

10. Approval of July Board Minutes: Carma moved to approve September's Board minutes. Ellen seconded and all approved.

11. Financial Report: Rod reported per his cash flow statement and the work done on reconciling the budget that it appears the BID will move forward with monies for 2011. Dan commented about the audit process with AZ. Linda inquired about the possibility of MDA and BID conducting audits simultaneously.

12. Trustee Comment: None.

13. Meeting Adjournment: 5:11pm; the Board moved into an Executive Session.