

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting Minutes**  
**Tuesday, December 14, 2010**  
**ALPS Conference Room**  
**111 North Higgins (Second Floor)**

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

**Absent:** Rich Huffman

**Staff:** Rod Austin, Susie Boelman, Julie Weaver

1. **Meeting Commencement:** 3:05 pm
2. **Introduction of Guests and Public Comment:** None.
3. **HR Manual:** Alan moved to approve the proposed Human Resources Manual. Dan seconded and all approved. Rod confirmed that the changes will be effective January 1, 2011.
4. **Eric Hefty Property:** Rod presented Erik Hefty's communications expressing his concern about his property assessment(s). Also presented was the City's response to Hefty's concerns explaining the BID's rebate policy, etc. Tim explained the percentages and calculations reflecting Hefty's assessment. Alan commented that he does not feel it is appropriate to review a percentage of property that has not been fully developed. Discussion ensued about Hefty's properties. It was decided the next step would be for Rod to meet with Hefty again and explain from where the BID is coming and the process by which he was assessed, as well as the Board's sentiments that it is an accurate evaluation. *The Board believed the current policy would address his concerns.*
5. **Service Agreement with City:** Rod discussed his work with the City in regards to his enrolling in the City's health insurance plan, especially as it relates to the BID's roles and responsibilities. Rod started work on an employee check list in order to ensure accuracy with new hires, as well as exiting employees. He noted his intent to have the name change to reflect "Downtown Business Improvement District of Missoula". Alan moved to accept the proposed service agreement with the City. Charlie seconded and all approved.
6. **Director's Report**
  - a. **Downtown Master Plan** – Rod reported on the strategic planning process taking place for Master Plan Implementation, which includes 25-30 goals for 2011.
    - i. **Front & Pattee Parking Structure** – Ellen reported that the bonds surrounding the parking structure were finalized earlier that day. Discussion ensued regarding the layout of the structure itself – retail, parking, etc.
    - ii. **Implementation** – Rod commented about how the new parking structure is right in line with the Master Plan's goals.
  - b. **Committees**
    - i. **Mayor's Downtown Advisory Committee** – Rod noted there will be a preliminary discussion on the homelessness needs assessment within the coming weeks. He discussed Brent Campbell of WGM Group's interest in leading a public process for the Poverello's relocation project. Julie Weaver commented about the winter overflow housing plan in place for the Poverello, which has the Salvation Army housing people every month but December, and the YWCA taking on more overflow.
    - ii. **Marketing** – Julie reported on the strategic planning session with MDA/BID during which there was a request for the comprehensive marketing committee to create a communications and marketing plan for 2011. She presented details about the current holiday marketing campaign.
  - c. **Other**

- i. ***Downtown Inventory:*** Rod reported on Martin's progress and his schedule moving forward. Carma inquired about payment to Martin and Jessica. Ellen explained the MRA's role and Rod noted the BID is the entity submitting payment.
- ii. ***Snow Removal:*** Rod commented about snow removal in the bike lanes and the pace at which the City is operating its removal program. He reported he has begun working with the City (Steve King) to create a comprehensive snow removal plan similar to Spokane's.
- iii. ***Data Base Expense:*** Rod reported on the database formatting done by WaterColor Computers, who eventually led Rod and Jessica to Bob Jaffe. Jaffe has already invested a lot of time on formatting and structuring the database, and has expressed his interest in being the lead on that project. Alan expressed his concern about data entry and consistency. Rod noted he's requested Jessica attend the next recruitment and retention committee meeting to discuss database formatting.
- iv. ***Macy's/Smurfit:*** Rod discussed the timeline he understands is attached to any movement regarding the Macy's building. Ellen updated the Board about the movement of businesses in the MonTec building as reported during the MAEDC board meeting.

7. **Ambassador Report:** Rod reported on Laurie's husband's surgery. He noted Rick's last day as a full-time employee will be December 31, 2010 after which he will move into a seasonal staff position.
8. **Approval of July Board Minutes:** Carma inquired if the specifics of the database/inventory discussion during October's meeting had been addressed. Rod noted that the inventory remains a work in progress and those details are evolving. Tim requested a spelling correction for "Salcido" in the Director's Report. **Ellen moved to approve the October Board minutes as amended. Carma seconded and all approved.**
9. **Financial Report:** Rod reported on the discussion the Finance Committee had regarding switching to the new cash flow statement reflecting one ambassador in January. Alan commented about not receiving money from the City as timely as desired, which creates cash flow challenges. He requested the garbage contract be resolved. Discussion ensued about the process of projecting cash flow in regards to the City's disbursement of assessments and what happens in the interim. Dan reported that the audit report should be available next month. Rod noted that the MDA/BID contract may be ready for review during next month's meeting. Tim suggested expressing thanks to ALPS for hosting the BID Board meeting each month.
10. **Trustee Comment:** Tim inquired about the holiday décor progress on North Higgins. Rod reported on the challenges related to this project and the work he continues to do with the City toward completion. Tim would like to know what exactly the City is responsible for and the costs related to décor install. Ellen recommended a debriefing with Donna of Parks and Recreation and the Mayor after the holiday season to address the challenges faced each year in regards to the décor. Ellen commented about a rendering she saw in another city indicating responsibilities throughout downtown, such as who manages the flowers, who manages the power, etc. Discussion ensued about the brackets, poles, etc.
11. **Meeting Adjournment:** 4:40 p.m.