

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, May 18, 2010
ALPS Conference Room
111 North Higgins (Second Floor)

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

Absent: Alan Newell

Staff: Rod Austin, Susie Boelman, Linda McCarthy

Guests: Diane Lanning, MDA Board; Julie McFarland, MDA Board; Ginny Merriam, City of Missoula; Police Chief Mark Muir; Colleen Rudio, MDA Board

1. **Meeting Commencement:** 3:04 pm
2. **Introduction of Guests and Public Comment:** Introductions were made as there were many guests attending for multiple agenda items.
3. **Downtown Police Officer (Police Chief Mark Muir):** Police Chief Muir reviewed the financial situation for the Police Department and the budgeting process thus far, as well as the history of the staffing. He acknowledges the request from the Downtown community (MDA and BID, specifically) for more resources to be allocated Downtown in order to address some of issues particularly affecting businesses, customers and visitors. He communicated his intent to propose and discuss creating a dedicated Downtown Police Officer position for Missoula. Muir commented about other cities' programs and the success they've seen, one which is Billings. Discussion ensued about where a dedicated officer would be stationed – Police station, BID office or floating. Muir assured the Board that at this point in time, the proposed dedicated Downtown Officer would take direction from the BID within the confines of department policies with supervision had by the Police department. He commented about Billings' supplemental services included in its program; however, his proposal does not include anything regarding supplemental services

Muir reviewed the first of two proposals presented in the packet; the first reflecting services from July 2010 through June 2011. He would be open to discussion about the flexibility of a trial run for the program if he had a guaranteed funding source a dedicated officer May through August of this year. Muir discussed the opportunity presented with a Police Officer being accepted into law school and her interest in the dedicated Downtown officer's position. He noted the huge advantage of bringing Officer Pifari on board. The cost for the May through August full time position would be \$29,000.

The second proposal included an opportunity for continuity to the program more long term: look at the same timeline of full time through the 2010 summer months coupled with one day/week through the school year; alternatively, work two days/week March, April, Sept, and October. Muir reported the interest Officer Pifari has in the program, as well as the Mayor's support. He confirmed the Officer would be in full uniform, have access to a bicycle as one means of transportation and always have access to department vehicles.

Carma sought clarification about what Muir meant when he indicated the Dedicated Downtown Officer would receive direction from the BID and supervision from the Police Department. He verified that by direction, he envisioned the BID's role would set sights on what problems it would like addressed and provide suggestions about how to address problems. The Police Department's role of supervision would entail seeing to it the individual turned in the proper paperwork, ensured proper procedure taken logistically, etc. He commented

about the Missoula Housing Authority's experience with a dedicated officer. He expressed the importance of the Board realizing this dedicated position will remain Downtown and not be called away for other things. Tim confirmed with Muir that this arrangement would not in any way diminish what's already in place with respect to Police presence Downtown – foot beat and bicycle cops acquired after school year will still be in place.

Carma inquired about the payroll process. Muir replied that a billing schedule would be put in place, more than likely in a monthly fashion or whatever it would take to keep in City's fiscal year. The Police Department would issue the officer's pay checks. Muir reviewed the proposed calculations and the intent to not look to recoup monies for June rather September's bill would reflect services rendered in July and August. He noted that one way or the other, he's going to make this work.

Rich questioned, besides a dedicated presence, about what other strategies the PD has in mind to make Officer Pifari affective. Muir replied that he would look to the Board and the Downtown Ambassadors to bring forward crime prevention aspects, similar program as Billings' neighborhood watch, ambassadors still play a valuable role. He reviewed different techniques and strategies that would be implemented. Discussion ensued about the benefits of having a dedicated officer. Muir reviewed Officer Pifari's qualifications. Discussion continued about possible schedule restrictions considering Pifari's attending Law School in the fall. Muir commented about different shift times with different dedicated officers (school resource, housing authority). He noted there would be no upfront costs required from the BID to implement the program.

Linda asked Muir if he had a sense of when the biggest issues occur Downtown – day or night. Muir replied that it really involves two different groups of people. Linda commented about the majority of complaints the MDA receives involves daytime activities. Carma shared a concern she had about how to justify paying for a dedicated officer to the ratepayers as there is sentiment this is a service their money is already paying for. Muir replied that the services the ratepayers are already paying for are shared with the entire community – tax payers and non-tax payers – whereas acquiring a dedicated officer, no sharing would happen. Muir discussed what a possible typical day in the life of a Downtown Dedicated Officer would look like – shift meetings, schedule, equipment, etc. He spoke about certain policies possibly prohibiting a split shift schedule for the officer. Muir reported the department received notification that they will be able to submit a grant request for design costs, and as soon as they get the financial support they can start with the next step.

Muir noted that if a contract can be drawn and agreed upon by all parties, services could begin as early as June 1. Discussion ensued about what the contract would look like, addressing matters such as overtime and other areas.

- 4. Real Change/Not Spare Change Discussion:** Rod updated the Board about the change in name from Panhandling Working Group to the Mayor's Downtown Advisory Committee. He commented about the Mosely's intent to pull back the amount of money contributed to the program. Ginny Merriam reported she was in attendance to have a discussion about the recipients of the monies raised during the campaign as there has been much conversation about this during the DT Advisory Committee meetings. There is sentiment that the mission of the program is not being honored with the current recipients; that the efforts to provide food, clothing and shelter are not in line with all recipients' efforts. Discussion ensued about the Salvation Army and its changing role as an organization and its service to Downtown. A new approach to branding is being taken this year by not directly making the relation between people and agencies. Ginny reviewed the Poverello Center's involvement with the serial inebriates' situation Downtown and how a new facility would help eliminate some of the problems. Discussion continued about how best to approach the donation. If it was decided to change the agencies that receive the donations there would be a major marketing change. Ginny suggested the BID move forward with promotions and the program without making immediate decisions to what agencies the monies will be donated as any decisions made about the recipients should involve the Mosely's. It was decided to look into the costs of creating a sticker to place over existing promotional

materials' list of recipients and staff will meet to discuss parameters to help Ginny with the public relations elements surrounding a possible change.

5. **Caras Park Improvements:** Linda presented the Executive Summary for the Caras Park Improvements endeavor the MDA is spearheading. She noted that she was not present to ask for money, rather update the Board about the improvement efforts being made. She reviewed the history of Caras Park, as well as the summary of costs related to the improvements plan. Linda reported on the improvements scheduled for this year, which include building a new band stage and shell with electrical and irrigation system improvements in the events ring. The MDA's hope is to raise \$160,000 over the next four to five months and commence construction in October. She encouraged the Board to review the summary and contact her with any suggestions/input. She also noted that although she is not asking for a contribution at this time, she would hope there would be an opportunity for the BID to contribute financially or possibly help leverage in fundraising efforts.
6. **Downtown Non Profit:** Dan reported that the IRS had cashed the application check, which means there's been some action taken with its review and was waiting for a formal response. He commented about the Foundation's Board development work being done.
7. **Employee Policies/Manual Changes:** Rod discussed his and Jennifer's work on revising the BID's Employee Manual and the changes made regarding holidays, computer policy, phone, equipment, etc. He requested the Board review the document and send any thoughts/suggestions to him as soon as possible.
8. **Residential Rebate:** Rod noted this topic was not ready for review at this time and the timeline for discussion surrounding the September tax session.
9. **2011 Budget:** Rod presented a proposed budget for 2011 and requested the Board review it and send him their input. He noted that, inevitably, there will be changes to address the proposed Downtown officer. The Board requested a 2010 comparison line be added. Ellen commented about the BID needing to address the Caras Park Improvements efforts at some point during its budgeting process.

10. Director's Report

a. Downtown Master Plan

- i. **North Higgins Project Update:** Rod discussed the progress with the North Higgins construction project. He is attending bi-weekly construction meetings at Break Espresso.

b. Maintenance Report: Rod reported Daniel has started power washing and graffiti removal services.

c. Committees

- i. **Retention & Recruitment:** Rod discussed the Mayor's Best Place project and noted the Mayor's attendance during the Master Plan Implementation meeting.

d. Other

- i. **Ratepayer Breakfast Review and Comments:** The Board was very happy with how the breakfast went this year.
- ii. **Misc:** Rod announced Jennifer's announcement that she is leaving the MDA/BID and has taken a position with Ecology Project International.

11. **Ambassador Report:** Rod reported the Real Change cafes would be out before Memorial Day. Discussion ensued about graffiti incidents Downtown.

- 12. Approval of April Board Minutes:** Dan moved to approve the April Board minutes. Charlie seconded and all approved.
- 13. Financial Report:** Discussed during item 9. Carma reiterated the Board's charge to review the budget document and send Rod any suggestions/changes before end of week.
- 14. Trustee Comment:** Rich commented that before Police Chief Muir's presentation today he was hesitant about the idea, but after hearing the proposal he felt it was worth pursuing. Rod reviewed other communities' dedicated officer programs. Discussion ensued about other areas in the budget possible cuts could occur to accommodate hiring a Downtown Dedicate Officer, such as marketing, streetscapes, contingency, and the possibility of partnering with other agencies and businesses to help cover the costs (Parking Commission, transit authority). Dan reviewed the current financial situation of the BID and his thoughts about how the BID could move forward immediately with implementing a Downtown Dedicated Officer, full time through August for an estimated cost of \$22,000. A special Board meeting was scheduled for May 26, 2010, to discuss drafting a memorandum of understanding between the Police Department and the BID.
- Dan moved to enter into negotiations with the City to have a three month dedicated Downtown Officer for the months of June, July and August of 2010 on the pay schedule proposed by Chief Muir, which the BID anticipates to be \$22,000 and for the money to come from the contingency fund. Charlie seconded the motion and all approved.**
- 15. Meeting Adjournment:** 5:42pm