

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting**  
**Tuesday, June 18 at 3pm at the DMP Office (218 E. Main) and ZOOM**

**All Present:** Karen Sippy, Carma Gilligan (via Zoom), Scott Stearns, Dan Cederberg (via Zoom), Dr. James McKay, Charlie Beaton

**Absent:** Ellen Buchanan

**Staff:** Linda McCarthy, Jack Hall, Bram Moore

The meeting was called to order by President Beaton at 3:02pm.

**Welcome Guests & Meeting Commencement by President Charlie Beaton**

**Missoula Economic Partnership Updates: Grant Kier:** Kier went over what our partnership with MEP was built on. We have become stronger together and it has been a very good resource for Missoula businesses. Kier went over the breakdown of hours and money the MEP partnership with Littig entails. Kier is thrilled with the partnership going into its third year. Discussion ensued about how much of a resource Littig has been to our organization in the last two years and how happy we are to have her as a resource.

**Business Development Updates: Christine Littig:** Littig reported there are several businesses moving to larger spaces. About 40 businesses that were talked to this fiscal year were located in Downtown. MEP also hosted a business roundtable with Senator Tester in Missoula. They hosted a roundtable discussion with MPC about the parking plan in Downtown. They have been very busy with getting around and talking to local businesses. Kier mentioned that it is very hard to have any new construction in Missoula right now. Littig also mentioned that all costs are increasing and they are impacting our businesses Downtown. Hiring is still a problem for many businesses. It's hard to get people in for the busy time of year.

**Approval of Minutes:** Sippy motioned to approve the May BID Minutes. Stearns seconded and the minutes passed unanimously.

**Request for up to \$11,000 for Downtown Branding Project: Kristen Sackett:** Sackett said that about 8 to 9 months ago she asked a marketing consultant to do an audit on how she was doing as the DMP Marketing Director. She honed in on how the DMP is showing who we are in the community and how we are doing in representing three different organizations. The marketing committee is currently working on branding and to bring everything under one identity. The marketing committee is recommending a full rebrand and to redesign all the logos. There is a lot more overlap with staff and everyone is working towards the same goal and working for the same brand. They are working as a collective whole. They would like to make a brand for all the sub brands that are cohesive with the DMP. There are three bids that we currently have. This funding would come through the MDF, BID and MDA. Gilligan asked if the BID would have if its own logo. Sackett said they would but the overall logos will all look more cohesive as a whole. Stearns made a motion that if all other organizations also contribute, we get a scope of work from the designer, and that we have a BID representative that the BID fund up to \$11,000 from FY2024 budget to rebrand. Beaton seconded and all were in favor.

**Financial Review & Banking Updates:** Hall said that we are looking at May 31 financials. We have a couple more things to payout to end the fiscal year. We currently have \$235,399 and this is a little bit more than last year but should even out to what we were at last year. Nothing too crazy going on with Profit & Loss. No tax assessments came through to us in May. We will see what that final number will look like later on. We have about \$22,000 more in tax assessments this year than last. Pretty standard on the expense side. We had some repairs for power washer and fertilizer we purchased to get ready for the summer. Discussion ensued about what should be done with the Stoverud Clock Fund. It's a holding account in case some maintenance is needed on the clock. The question is if we should keep this account or merge it into another account. Hall also mentioned that our Clearwater Credit Union CD will mature in July and we want to know if we should renew or not. Beaton said that we should pull \$50,000 and keep the rest in the CD with interest earned.

**Feedback on City Council Luncheon:** Sippy said that the luncheon catering was really good and the breakfast one had a lot of food leftover. Everyone had a good experience. The annual meeting had a great presenter. Sippy said that the City Council luncheon could be a little longer.

**Policing Updates:** McCarthy said we have two SROs Monday through Friday. Officer Hardin is still on the beat. Officer Brown started a new position in May. There are three candidates for the DDPO.

**Maintenance & Clean Team Updates:** Hall said that they have been doing a lot of power washing around Downtown. We are using MaintainX to keep track of work requests to make it more streamlined. Clean Team has been working on crushed granite in tree wells. Maintenance is doing banding on streetlights for holiday décor. They are also working on cleaning all graffiti in all the alley ways.

**DT Master Plan Updates:** McCarthy said the parking plan was adopted and the first thing will be some planning on the Hip Strip. They will be doing geofencing and ratepayer outreach on the Hip Strip.

#### **Partner Updates:**

**MDF** – We have been invited to apply for the Murdock Trust Grant. Two murals will be starting this summer. The Dorothy Dragon mural has already started. The mural at the back of our building will be starting soon as well. We raised about 60% of our goal for spring campaign. We did get a \$25,000 grant for Roots Fest and we should hit our goal for grants.

**MDA** – The meeting with MDT for bridge lighting went okay and we are looking for solutions to light the under bridge. We've got Out to Lunch and Downtown ToNight started and are very successful starts so far. We are gearing up for Roots Fest and MDA BBQ. We still have 50 members we are trying to get to pay their 2024 dues.

With no additional business or announcements, President Beaton adjourned the meeting at 5:10pm.