

**Mayor's Downtown Advisory Commission**  
**Minutes**  
**February 5, 2013**

**Commission Members in Attendance:** Rod Austin (Downtown BID), Michele Landquist (County Commissioner), Ginny Merriam (City of Missoula), Susan Hay Patrick (United Way), Keenan Whitt (Homeward), Barbara Berens (County Auditor), Rob Scheben (Police Department), Laurie Johnson (Downtown BID), Melissa Gordon (Grants), Dan Cederberg (Attorney), Eran Fowler Pehan (Poverello Center), and Keithi Worthington (City Attorney)

**Commission Members Absent:** David Pierce (Salvation Army), Leanne Vreeland (St. Patrick's Hospital), Melinda Mason (WMMHC), Margaret Borg (Retired Attorney), Alex Taft (City Council), Jason Wiener (City Council), and Brenda Desmond (District Court)

**Others in Attendance:** Anne Guest, Matt Ellis, Melanie Brock

**Public Comment:** No public comment

**Approval of Minutes:** Michele Landquist moved to approve the minutes of December 4, 2012, and Keenan Whitt seconded. The minutes were approved as corrected: roll to role.

**Special Presentations**

- [Missoula Wayfinding project presentation and discussion](#) – Melanie Brock and Matt Ellis

Matt Ellis gave the above-noted presentation on Wayfinding. In short, Wayfinding is used to get people into the City of Missoula using non-intrusive signage to navigate to the city's amenities, and to learn how great Missoula is. Signage that merges information and art could be used in accordance with the goals of the City of Missoula.

- Mostly public entities have provided funding; however, private funding will need to happen in the future.
- Implementation will have to happen over time due to funding.
- March 9<sup>th</sup>, MERJE, who is the consultant for the project, will be in Missoula holding stakeholder meetings and public meetings.
- One goal of MERJE is to find gaps in order to interconnect navigation to amenities.
- Contacts are Barb Neilan at Destination Missoula and Melanie Brock from the Missoula Downtown Association.
- This will be part of the city's 25 year master plan and vision for the future.
- The Parking Commission is looking at a study of the downtown area for parking. One task is to encourage parking revenue to be reinvested into the downtown area, which includes Wayfinding.

- The goal is to make the parking experience seamless.
- The Parking Commission is contributing \$10,000 at this point and will contribute to implementation in the future. Also looking at technology based navigation to find parking.
- Another goal is to work with local government in designing signage in the city. MDOT is making it difficult to place signage on state routes. Glen Cameron of MDOT noted to Melanie Brock that he is waiting to see what the new governor's administration plans for signage.
- Some of the gateway work for Missoula is not necessarily signage and is not dictated by the state. MERJE will help navigate with problem.
- The plan for Wayfinding will very much involve the community. The discussions in council have not been controversial. The only issue is financing.
- The City of Missoula will be responsible for the maintenance of signage.
- The cost of the project will be from \$800,000 to 1 million dollars.
- Plan should also involve the university and blend with it.
- MDAC representative will be at the stakeholder meetings. It was suggested that Laurie Johnson (Downtown BID) be the MDAC representative.
- The stakeholder meetings will involve Brooks Street, the Southgate Mall, and North Reserve; it will be city-wide and not just the downtown.

### **Committee Updates**

- Crime and Prevention – Rob Scheben and Keithi Worthington – No new updates.
- Real Change Promotion – Ginny Merriam - No new updates.
- Built Environment – Margaret Borg  
The Missoula Art Museum (MAM) is working on and the art park, benches, and sculptures. Laura Millin of MAM wants the Portland Loo in the art park. Laura wrote a grant for the first phase of the art park, which was not successful. She is currently making a Capital Improvement Program request with the city and will see what happens. MAM will have to fundraise, and so will MDAC. This will be on Pine Street.
- Human Services – Jason Wiener and Susan Hay Patrick  
A job description for the 10-year plan coordinator is drafted. It will be a shared position paid by the city and county and housed at United Way. This position would be in the \$60,000 to \$70,000 range with \$30,000 coming from the city. The Commissioners would have to discuss the issue before the item was referred to City Council. Approval of the position is based on the budget and the city would not know until July as far as funding. Another possibility is to inquire about a grant and to involve the private sector for funding.

**Miscellaneous business and discussion**

February 21, 2013 is the second annual State of the Community Address with Royce Engstrom of the University, Mayor Engen from the City, and Jean Curtiss from the County.

Respectfully Submitted,  
Heidi Bakula

**Date of Next Meeting**  
**Jack Reidy Conference Room**  
**March 5, 2013**