

Mayor's Downtown Advisory Committee
Tuesday, June 1, 2010
1:30-3 pm
Jack Reidy Conference Room

Attendees: Ginny Merriam, Rod Austin, Margaret Borg, Barbara Berens, Julie Weaver, Rob Scheben, Leanne Vreeland, Nick Roberts, Dave Strohmaier, Jason Wiener, Keithi Worthington, Kim Murray, Mel Mason, Peggy Seel, Brenda Desmond

Guests: None

Agenda:

1. **Introductions and Welcome:** Ginny started the meeting at 1:34pm.
2. **Public Comment:** None
3. **Review of Minutes:** Last month's minutes will be reviewed next month.
4. **Reading and discussion of radio ads for Real Change and Make the Call campaigns:** Kim reported on the radio campaigns for Real Change and Make the Call and distributed a handout of the ads. She also reminded the group that we have less marketing money this year than we received last year. Thanks to the BID, we do have \$3,000 for the two campaigns for 12 weeks; however, this is about a one-third of the previous year's budget. Kim is using the MRBA (Montana Radio Broadcasters Association) to leverage our spending on the radio buy and will reuse the two Mountain Line bus ad placards from the campaign two years ago. The radio ads feature Mark Muir, Mayor Engen, Ellie Hill, Rod Austin, and Laurie Johnson. Because of the smaller budget, radio and bus advertising will take the whole budget. Rob added that his committee is working on a brochure for "when to make the call" as well. Julie also added that if someone provided information there could be a page on the Downtown Web site for both campaigns for free.
5. **Marketing Plan for Real Change:** see above
6. **Crime and Prevention Committee statistics update:** Rob reported that Ken Wickman, the MPD statistician, came to their committee meeting. The committee started with big picture and then focused on the downtown district. Total calls for service within the BID boundary last year was 13,583. The total for the whole city was pushing 100,000. Traffic stops, persons to be removed and bar checks were the top three. Rob covered the top 10 types of calls, and persons to be removed, disturbance, medical calls, and open container were also in that list. Leanne reported that 42

percent of people seen in the St. Patrick Hospital Emergency Department last year were seen for alcohol abuse/mental health issues. She noted that these are not double counted. The top diagnoses of those readmitted were depression and alcohol abuse. Of those who returned within 72 hours, alcohol abuse is in the top 10. Discussion ensued regarding use of these statistics to improve quality of life Downtown. Rob reported that this is something the committee is working on and that we need to do an apples-to-apples comparison to figure out who is committing these crimes versus making assumptions. We also need to finish MPD data gathering for other areas of town so we can ascertain how Downtown compares with the rest of the community. Laurie gave a review of the Real Change program materials that have been distributed. Leanne will give the cards to the St. Pat's social workers to help educate patients needing assistance.

7. **BID board discussion update:** Ginny reported that she received a call from the Moseleys saying that they want to have a stronger, more direct message. The BID board had an interesting meeting regarding redirecting the Real Change money. They are interested in directing the money for just shelter and use the money for hotel vouchers. However, for this year it will remain as the Poverello Center, Missoula Food Bank and Salvation Army ,and board members will reevaluate again later. Discussion ensued that the money may need to go to one place to be effective. Further discussion took place regarding current voucher programs in Missoula.

Ginny reported that the Police Chief proposed a dedicated Downtown officer to the BID board and they voted to do so. There will be a dedicated officer Downtown June through August on foot with no change in current services. We will still have the School Resource Officers Downtown for the summer as well. The City is paying for June, and the BID will be paying for July and August. Additionally, the City is also paying for equipment. Moving forward, we will need to expand this program to more than three months of the year and ideally start in March 2011.

8. **Committee Reports/Misc:** none.