

## MISSOULA PARKING COMMISSION

### Minutes

May 2, 2013

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W. Pine at noon. Those in attendance were Board members Theresa Cox, John Roemer and Carol Williams. From the Parking Commission office was Anne Guest, Director and Mary Hanson, Administrative Services Manager. Also in attendance were Jim Galipeau of JCCS; Melanie Brock, Colin Hickey and Heidi Starrett of Missoula Downtown Association; Elaine Hawk of pLAND Land Use Consulting; Joel Deason of G4S Technology and Jim Dayton, downtown worker.

**Call to Order** – Theresa Cox called the meeting to order at 12:03 pm. Carol Williams motioned for approval of the minutes. John Roemer seconded the motion. **The Minutes of the Board meeting held on 4-4-13 were unanimously approved.**

### Presentations

#### A. HIEM Easement for Riverside Lot

Elaine Hawk of pLAND presented information for the Health Information Exchange of Montana (HEIM) regarding a fiber optic project that is connecting Northwest Montana. The project is to provide high speed fiber optic exchange of health care records for individuals and now government entities and businesses are being offered the opportunity to tap into this project. This infrastructure is huge in the amount of information it will be able to transfer providing numerous healthcare and economic benefits. pLAND is requesting underground and aerial easements for Riverside Parking Lot. The City of Missoula owns Riverside Lot and Missoula Parking Commission manages it. The City has requested that we approve the easement and forward this motion to City Council for approval. pLAND is contacting and coordinating all easements required from City departments to then present them as one request to City Council. The entrance point and exit point will be approximately a 12" hole for the underground easement. G4S Technology who is contracting with Rocky Mountain Contractors anticipates performing the work as soon as the easements are granted. They will work with MPC on the couple days of lot disruption. It was noted that Caras Park is just beginning event season and the sooner this work can be performed the better.

#### B. Missoula Downtown Association Marketing Campaign – Melanie Brock, Colin Hickey & Heidi Starrett

Colin runs the marketing campaign for Downtown Association. He noted in years past that this campaign was funded by BID at \$30,000; MDA at \$7,000 and MPC at \$30,000. With the construction of Park Place MPC was not able to participate in the past year. The campaign is for advertisement in print and radio promoting downtown attractions. The "Who Knew" campaign was the last campaign before MPCD pulled out. Weekly they shared facts regarding all the benefits MDA provides downtown: flower baskets, cleaning up downtown, the BID officer, etc. This year Collin is organizing a tee shirt campaign, walking ads. He has ordered 1200 shirts at this time with three different designs. He sees it as a great way to connect community and downtown businesses.

### Action Items

#### A. Hiem Easement for Riverside Lot

**John Roemer motioned for the Missoula Parking Commission Board recommend to the Mayor and City Council approval of a 25' wide easement for an underground fiber optic line and a 10' wide easement for an overhead fiber optic line in the Riverside Lot (COS 3505) as described in the attached exhibit. Carol Williams seconded the motion. The motion was unanimously approved.**

## **B. Funding for the MDA Marketing Campaign**

Discussion ensued on the request for the MDA marketing campaign. The Master Plan contains an action item on marketing the parking program options in joint funding with MDA and BID. Anne offered to speak with Dennis Burns regarding budget percentages other parking commissions spend on marketing. Capitalization for future projects was mentioned. Theresa requested that donations are categorized separately from marketing. **Carol motioned that we donate \$30,000 in the next fiscal year with the monthly payments to be coordinated with MDA and MPC offices up to \$2500 month. John Roemer seconded the motion.** Further discussion and **Carol amended the motion to donate \$2500 a month with MDA beginning in May and June of 2013, and \$30,000 next fiscal year. The motion was unanimously approved.**

## **Non-action Items**

**New Business – Bank Street Structure** Anne will provide documents regarding the Memorandum of Understanding regarding the Bank Street Structure and foundation of the plaza at the next meeting. John Smith is reviewing. Theresa asked if a new board member has been selected. Anne stated that Heidi of the Mayor's Office is coordinating interviews for the two candidates with the Mayor. The Mayor will then send his recommendation to Council. John Roemer has been approved for another term on the Parking Commission Board.

## **Old Business**

### **A. Park Place Parking Structure Update (AERO) visit – Anne Guest**

Anne reported an AERO bus tour from Helena came to Park Place. A reception was held on the top level and all enjoyed the spring weather. The solar panels were turned on for the first time. 40 people in attendance. Don McArthur shared information and commented on MPC Board of Directors selection of the greater wattage solar panels. It is the largest installation in the state, and is receiving notoriety. Janelle of Sunelco shared that this was the first installation on top of structure with pedestals. All parties involved worked well together. The media covered the event as well.

Friday, June 7<sup>th</sup> will be the Park Place Block Party celebrating the Public Art Committee installation piece "Go with the Flow" and the Market on Front grand opening. The public art piece installation began yesterday.

### **B. Downtown Master Plan Update – Theresa Cox**

Teresa reported that Wayfinding is in a holding pattern until the consulting company returns later this month. Districting up Missoula is the next item that needs completion.

### **C. Parking Commission Advisory Committee**

No report.

## **Director's Report**

### **Financial Statement**

Jim reported total revenue for month of March is \$139,000. This is up \$5,000 from budget and \$37,000 year to date compared to budget. Expenses are \$6200 under budget for the month. Operating income is \$73,000 ahead of budget year to date. The debt ratio at the end of March is 1.73.

## **Next Meeting Date**

June 6, 2013 in the Jack Reidy Conference Room at noon.

## **Other Business – None**

## **Adjournment at 1:30 pm**

Respectfully submitted,  
Mary Hanson