

# MISSOULA PARKING COMMISSION

## Minutes

October 3, 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, Matt Ellis, John Roemer and Carol Williams. From the Parking Commission office was Anne Guest, Director. Also in attendance was Jim Dayton, downtown worker.

### Call to Order – John Roemer

### John welcomed all in attendance

### Adjustment to the Agenda - None

### Approval of Minutes – None

### Presentations

#### A. First Night Missoula – Tom Bensen

Tom began by saying that First Night 2013 is approaching quickly. He stated that the Parking Commission has been a strong supporter since the very beginning and he appreciates the continued support. This year First Night will be celebrating its 20<sup>th</sup> year anniversary so there may be some additional publicity regarding this milestone. Over the years, First Night has become a tradition rather than just an alternative for New Year's Eve.

The shuttle bus that the Parking Commission has helped to sponsor is run by Beach Transportation. Even though their cost has increased a little, Tom is requesting the same amount as in the past which is \$3,000. This makes the Parking Commission a major sponsor including an ad in the program and on the bus schedule.

This year there will be 80-90 acts and have already been selected. The events start at noon and go to midnight and will take place Downtown, at the University, Southgate Mall and Glacier Ice Rink. There will be between 7,000 – 8,000 people attending First Night this year. In addition to the regular button sales, First Night gives away buttons to low income families so that they can attend. There are about 70 cities hosting First Night which is slowly decreasing because of the fund raising demands. Fortunately Missoula has been very steady with its funding over the years.

### Action Items

#### A. First Night Missoula Request for Funding

After a short discussion, **the Board approved sponsoring the First Night shuttle bus for this year's event at \$3,000. The motion was approved unanimously.**

### Non-action Items

#### New Business - None

#### Old Business

#### A. Downtown Master Plan Update – Matt Ellis

Matt reported that the consultants from MERJE have just been in town. A public meeting was held on Wednesday, October 2<sup>nd</sup> and unfortunately it was poorly attended by the public however, there were lots of representatives present from the Wayfinding Steering Committee.

Matt explained that this visit focused on the tiered system of signage for the entry into Missoula, the six districts signs and the destination signs. He then reviewed the consultant's process of the design options and how the public input encouraged them to take elements

from two of the options and incorporate them into the final design i.e. pictograms, artistic details and shape. The next step will be to map out specific locations. Matt asked for any input from the other Board members. There was a lot of discussion about the colors and readability of the wording relative to our logo. There will be a resolution signed by both the City of Missoula and the County of Missoula approving the project. The Parking Commission will also be asked to give their approval. Once that is accomplished, implementation will begin as soon as possible.

### **Director's Report**

Anne gave a brief report on various topics:

1. Staff changes. We have a new Administrative Services Manager, Mary Meyer. Now we have to fill two positions and train the new employees by the end of the year. This is a big transition for the operations of the Parking Commission.
2. Maintenance Agreement between the First Interstate Bank and the Parking Commission. John Smith has been working with the attorney representing FIB and the City Attorney. We still do not have a final draft.
3. Anne updated the Board as to the repairs to the Bank Street Structure. They are going quickly and smoothly without any interruptions for the Clark Fork River Market. The rest of the issues will be addressed in the spring.
4. Anne reported about the "Before I Die..." project hosted at Central Park. It was a success and it was enjoyed by the whole community.
5. Anne shared with the Board her recent visit to Billings to speak at a Town Hall meeting and to present at the Montana Downtown Association Conference. Both presentations were very well received with lots of media coverage.

### **Financial Statement – None**

### **Next Meeting Date**

November 7, 2013 in the Jack Reidy Conference Room at noon.

### **Other Business**

### **Adjournment**

Respectfully submitted,

Anne Guest  
Director