

MISSOULA PARKING COMMISSION

Minutes

November 5, 2009

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W. Pine at noon. Those attending the meeting were Board members Rod Austin, Theresa Cox and John Smith. From the Parking Commission office was Anne Guest, Director and Kathy Lathrop, Administrative Services Manager. Also in attendance were the following: Jim Galipeau, JCCS and Scott Sproull, Hide & Sole.

I. Call to Order

The meeting was called to order by Rod Austin.

II. Welcome and Introductions

Introductions were made.

III. Public Comments and Announcements – None.

IV. Approval of Minutes

A. July Board meeting held 7-10-09.

The revised minutes of the July Board meeting held 7-10-09 were unanimously approved with the added discussion of the CO2 system.

B. September Board meeting held 9-3-09.

The minutes of the September Board meeting held 9-3-09 were unanimously approved.

C. Strategic Planning Session and Outline held 9-28-09.

The minutes and Outline of the Strategic Planning Session and Outline were unanimously approved.

V. Presentations

A. First Night Missoula – Tom Bensen

Tom acknowledged and thanked the Parking Commission for being a strong supporter of first Night Missoula including the bus system, security and distributing posters to downtown businesses. First Night has been in the Missoula community for 16 years and this year the budget is 25-30% less than it has been in the past. Again, it is a noon to midnight event with a Masquerade Ball for the finale in the University Center Ballroom. Beach Transportation will still provide the shuttle service. Their bid is a little higher than last year for no apparent reason since gas prices are lower than before. In spite of that, Tom is requesting the same amount, \$3,000 as in the years past. Tom then distributed post cards to everyone for "Meet Me in Missoula" for the Board members to send to friends to have them come to Missoula December 4-6. There are a lot of fun events scheduled at this time and this is a good opportunity to bring people from out of town to Missoula. Without much discussion, **the Board unanimously approved to fund \$3,000 for First Night Missoula this year.**

B. City of Missoula "Cash for commuters" Program – Alex Stokman

Alex began by giving the background of how this program was started. The Greenhouse Gas Committee is a sub-committee of the Conservation Committee of the Missoula City Council. This committee approached Missoula In Motion (MIM) to create a program to increase the awareness and participation in the Mountain Line City bus pass program which is much like the EZ Pass Program with the Missoula Downtown Association. MIM will provide the model for this program and some of the funding. For example, a City employee would log the days that they rode the bus to work. They would earn \$2/day for every day they rode the bus. The total amount would be given to the employee in the form of a Downtown Gift Certificate.

The total program cost is \$6,400. The City is funding \$3,200 and MIM is doing the marketing. Alex is requesting that the Parking Commission fund \$1,500 of this program. It is anticipated that this program will reduce the Greenhouse emissions by approximately 500 pounds of carbon dioxide per year. Rod asked if the City has its own bus pass program that is not part of the EZ pass program and the answer is, yes. He also asked if there is a way to track behavior afterwards to see if the program resulted in a mode shift for any of the employees who participated in it. Alex said that this is a one-time ask. Rod stated that this needs to be a "top down" program meaning that management must buy into the concept, set an example and encourage employees to participate in order for this to be effective. This program will be available to all city employees. Again, this program only deals with bus ridership – no other alternative options. The Board voiced a concern about all the requests that are coming to the Parking Commission for funding. It will be important to see results after the program ends. In general, the Board felt a willingness to give it a chance. Recently, there has been a slight increase in bus pass use so the timing might be right. There is also an added bonus of the marketing which may result in a ripple effect and influence others. With no further discussion, **the Board approved unanimously to fund up to \$1,500 for the City of Missoula "Cash for Commuters" program.** The program will take place in January, February and March targeting the months of the poorest air quality for Missoula. The Parking Commission will then be billed after the program is over. Alex thanked the Parking Commission and voiced appreciation for the relationship we have with MIM.

C. Main Street project – Mike Ellis, Matt Ellis and Joe Easton.

Matt began by saying that this is an informational presentation on a project that he and his partners are working on in downtown Missoula. It will involve parking and he wants to make sure the Parking Commission is informed and kept up to date as the project gets better defined and progresses. It is viewed as a catalyst project for the Downtown Master Plan incorporating mixed uses. The model has a projection of approximation 300 new job positions. Matt stated that he wants the Parking Commission Board to be aware of this as the Parking Commission proceeds with its strategic planning. He spoke about how future projects are identified and the inevitable additional pressure the Parking Commission will receive to use its resources. They have designed the project to incorporate parking from the beginning rather than coming to the Parking Commission afterward to help build parking – a more pro-active approach. They could be used as a model as to how to partner with the Parking Commission when a new project comes to the downtown and increases the demand for parking.

This project is in the heart of Downtown Missoula. He showed some aerial photos of the site of the project in relationship to other big business. He gave the history of the site and the current status of parking in and around it. They are committed to incorporate retail on the ground floor. There will be a need for parking management at this site. Currently, they have some parking available which is being used in the short term. Matt and his partners are open to creative thinking and are committed to improving the Downtown to benefit everyone.

Rod stated that he likes the fact that this project sets the tone for future discussion and for these kinds of partnerships relative to the Master Plan. This project also creates an opportunity for education. Rod encouraged Matt and his partners to come back to the Parking Commission as their project gets better defined.

VI. Action Items

A. First Night Missoula request for Funds

See minutes above.

VII. Non-Action Items

A. New Business

1. MPC Strategic Planning – Rod Austin

Anne began by referring to the condensed version of the Strategic Planning Session held on 9-28-09. The document incorporates all the topics from that session and has combined several of them. It also includes areas for status reports and timelines for each action item. This is a document that will be fluid and will evolve as the Board progresses through this process. Nothing is set in stone. There may be factors that will change elements of the plan as the Board sees appropriate. A review of the time limit and location of meters needs to be added to the document.

Anne spoke to Dennis Burns about his availability to conduct his final public meeting for the parking section of the Downtown Master Plan. He said he would be available early in December. There was a long discussion about the concern that this would be difficult for retailers because of the added demand on them during the holiday season. Anne would explore this further.

B. Old Business

1. Front Street Parking Structure Update

Anne reported that Ellen and everyone are still working very hard to obtain the Holiday Inn property. The issue about the off premise sign is progressing through the Office of Planning and hopefully will meet the needs of the Holiday Inn. There is still an issue about the Holiday Inn's desire to have final design approval that needs to be settled. Everyone is hopeful that this will be accomplished as well.

2. Downtown Master Plan Update

Anne reported that a Downtown Master Plan Implementation Committee has been formed with Matt Ellis as the lead person. The Parking Commission is doing their part to implement some of the strategies outlined in the three Task Reports.

VIII. Director's Report

A. Financial statement – September, 2009

B. Next meeting date – December 3, 2009 (Jack Reidy Conference Room)

IX. Other Business – None.

X. Adjournment

Respectfully submitted,

Anne P. Guest
Director