

Boulder Transition Advisory Committee (BTAC)
Meeting Minutes
Thursday, August 18, 2016

1. BTAC special meeting was called to order by BTAC chair, Drew Dawson, at 7:11 p.m. Introductions were made by the 19 folks in attendance. Special guest was Janet Cornish consultant from Community Development Services, one member of the two-person team working on the Master Plan for Boulder.
2. Drew D. continued the meeting by explaining the purpose for the special meeting stating this is an opportunity for BTAC members and Janet to hear about the work and progress of the four sub-committee groups and how their work can contribute to Making Boulder's Future Bright Master Plan. Throughout the meeting, the Information Hub was brought up explaining agendas, meeting minutes, and additional resources are all available at <http://www.makingbouldersfuturebright.com/>. Folks are encouraged to utilize the site for its many purposes.
 - a. **Marketing Committee** is chaired by Sally and Teresa. Sally B. reported their work regarding identifying and branding target audiences. The group has identified that Boulder is friendly, historic, caring, quite, centrally located, has nature and recreation abilities, is truly Montana, rustic, and reliable. Sally B. discussed the focus areas the group has identified including: what/how do we get people here and how do we increase traffic and spending. There has been discussion regarding sharing Boulder's calendar with the Southwest Montana publication in addition to other publications. Goals of the group are to continue the western look, the use of flags down Main Street for advertising events and vibrancy, partner with Department of Montana Commerce and Tourism, have ready available maps and brochures, create an Ambassador program, work with area groups and organizations, create a sister partnership with Alberta, use billboards along I-15, and capture National Park Tourists. The group believes the some of the major challenges are location, overnight staying resources, limited business and budget. There are numerous interesting slide presentations of the marketing committee's work at www.makingbouldersfuturebright.com
 - b. Bill D. reported on **Recreation Committee**. With a good balance of experienced folks, the group emphasis is largely focused on outdoor recreation. The group has three main areas of outdoor focus: 1. hunting & fishing, 2. non-motorized such as hiking, horseback riding, mountain biking, and 3. motorized such as jeeps and four wheelers. Recreation committee encompasses the importance of why people live and visit Boulder. Marketing the recreation opportunities for Boulder with the surrounding public lands is an area of focus. The idea of a local community fishing pond has gained momentum with the group. A Vision or Mission statement was approved by the committee. Janet expressed some common themes she is hearing which include a tool to attract business, quality of life, and inventory of what is available. Connie G. reported the Boulder Area Recreation and Trails Committee did a lot of partnership with the bike trail between town and

fair grounds, and HWY 69 as an active group in the community. The minutes of the Recreation Committee meetings are at www.makingbouldersfuturebright.com

- c. **Attracting Businesses Committee** report was presented by Drew D. This group has met many challenges but have had the expertise of Director Meg O’Leary and Sean Becker from Department of Commerce and folks from the Department of Agriculture, Headwaters RC&D, and MSU Extension speak on two different occasions. Both meetings were well attended and provided insight to opportunities and resources. The committee has focused its attention on the things they think the community needs to focus on to attract new businesses. Such things include, beautification of the city through Main Street Program, hotel/motel facilities, primary convention location, tax incentives to new businesses, streamline local city and county government processes for new businesses for enhancement of customer service, a microbrewery, addition family housing, paved roads and streets, and city infrastructure (e.g. water and sewer) to all incorporated areas. The Attracting Businesses Committee minutes are at: www.makingbouldersfuturebright.com
 - d. Drew D. chairs the **Repurposing Committee**. Drew reported the committee has state legislative and governor’s office and local representation. The group expressed their concern to the state that future use of the MDC facility be consistent with what the community desires. The group has also identified potential uses of the campus if the state does not occupy the facility after the MDC closure. A hand out was presented and can be found on www.makingbouldersfuturebright.com
3. Committee reports ended an an opportunity for public comment commenced with good discussion.
 4. The meeting was adjourned at 8:59 p.m.