

IFDDC BOD Meeting Minutes  
1-9-2018  
Syringa Networks Board Room

Attendance: Greg Crockett, Derek Christiansen, Kevin Cutler, Tom Judd, Tasha Taylor, Steve Fischbach, Antonio Meza, Jake Durtschi, Jim Francis, Jill Hansen, Kevin Josephson, George Morrison, Dana Briggs

Staff: Catherine Smith

Greg Crockett calls the meeting to order at 8:35.

Kevin Cutler moves to accept the minutes of December 5, 2017. Jake Durtschi seconds. Motion passes.

Catherine reviewed financials in Shanon's absence and noted Shanon had reviewed the financials and did not have any concerns. Catherine shared there were savings on the maintenance line item due to the lack of snowfall. The city assessment payment was received in December for \$15,000 and another payment in January for \$30,000 that is budgeted for the operations budget. The income split for the two Melaleuca parking lots we manage is also shown on this financial statement. The first check reflects the payment from June to the end of 2017. Moving forward the income split will be made quarterly. We have more dollars to spend on marketing and are running behind budget, so we have some money to spend. Greg reminds the Board there are more funds available at the BID Fund held at the City of Idaho Falls Treasurer's office and we should look at more projects to consider for this spring. There may be funds available within the Historic Foundation we manage as well for projects.

Antonio moves to approve the financials. Tom seconds. Motion passes.

Tasha Taylor has been nominated to join the Board of Directors. Greg moves to accept the nomination for Tasha to join the Board of Directors. Kevin seconds. Motion passes.

Catherine reports out the project for the Yellowstone sign is slowly moving along. There has been a problem with the boom truck at FastSigns. The marquee/reader board has been replaced. The top graphic of the sign is what we are waiting for. Lighting the sign will be challenging and there's possibly options for lighting from the ground. The Historic Downtown Foundation is covering the costs of new pots on the intersection of Shoup and A street. There's some interest in replacing the crumbling boxes with self-watering planter boxes. The project would require partnering with Parks and Recreation to execute the project. The goal would be to save as many trees as possible with this process. Greg reminds the board we have an opportunity on Broadway and Yellowstone to beautify the space with added planter boxes and pots. Catherine presented the social media use policy she's drafted and propose we implement and ask the Board to review and bring back edits for the next Board meeting to potentially accept. The events for 2018 was reviewed and noted we added a Cupid's Crawl to our lineup.

Dana Briggs reported out on the City activities including an update on The Broadway project. The Broadway parking garage is nearly finished. The Bonneville Hotel is still tracking and moving forward. The tax credits needed for the project did survive the tax reform bill that moved through Washington DC. Dana confirms there are moving pieces to bring the project together but all signs point to positive results. Also, the State of the City and swearing in ceremony will take place that night.

There was brief discussion on the development of The Plaza at The Broadway project. It was discussed that IFDDC can help support the efforts for the fountain and use of The Plaza by being part of the conversation. Jill Hansen suggests we consider contributing to the fountain project so IFDDC can put their name on the project. The idea is well received.

Lisa Farris reviews the CDBG Program and Façade Projects currently for 2017 funds we have just over \$79,000 and three large façade projects we are working on. Catherine has submitted the 2018 application for 2018 funds of \$55,000. The process is moving somewhat small because we don't have a federal budget right now. The 2017 projects are: IOOF Building on Park, Jacob Grant Property/The Downtown Event Center on Park Avenue, and the Idaho Building/Business Development Center. The Veterans Memorial building would like to do a sign project. There is still \$18,000 available for 2017 funding. The SnakeBite is interested in a project. Catherine reviewed the numbers of façade projects completed. From 2006-2017: \$838,917 in funding to assist 66 business owners with 95 projects completed and 5 projects are obligated and pending completion.

Meeting adjourned at 9:30 pm.

Respectfully submitted by Catherine Smith on behalf of Kevin Josephson