

Idaho Falls Downtown Development Board Meeting held January 10, 2023, at 9:00am in the Arts Council conference room. Those in attendance: Jill Hansen, Tasha Taylor, Greg Crockett, Antonio Meza, Kevin Cutler, Brandi Newton, Shanon Taylor, Chip Langerak, Tasha Taylor, Caitlyn Long – Community Development Services, Lisa Farris – Grant Administrator; staff - Catherine Smith, Juan Hernandez and Mala Lyon

Minutes of the December 6, 2022, meeting reviewed; Brandi motioned to accept, Tasha seconded; Board approved.

Financial report – Brandi - We are now using an accrual accounting system. Money that we receive from say the BID is deferred and then included in our balance as we ‘earn’ the money. This shows us a true picture of how much money is going toward current expenses as needed and used. We received sponsorship money for the ice-skating rink and now we are spending that money to operate it. It will be reflected this year on the profit and loss. Greg asked about the credit card processing fees and if we have tried to negotiate a lower cost? The credit card fee charges are from people paying at the parking meters and cards that are run at the brew events. We can run reports that show just the brew event card fee charges. Brandi said the Arts Council breaks down the cost so people see the credit card fees as a separate charge. Antonio said they don’t show the customer on his credit card slips, but just include it in the menu costs. Brandi motioned to accept; Tony seconded; Board approved.

Catherine – snow plowing and snow pile removal has been very challenging. We have Kevin Machen doing our pay to park lots and the adjoining sidewalks and Mark Norlen doing the Yellowstone railroad track lots and behind the businesses on Broadway. Mark is also doing the Broadway Plaza. The blue painted stripes are very slick even when the unpainted concrete is not. The ice skating rink has caused more ice and snow build-up as we have to shovel the snow off the rink and over the fence which has created a pile around the fence. It has also caused a problem for Smokin’ Fins when they have to bring their old oil out to the dumpster container. We are going to next year look at moving it to a cement pad on Memorial down close to the parking lot or the green belt stage area. It will be highly visible there, but we will have to talk to the sponsors. We want to use the Broadway Plaza for events but we have to be able to make them work well. We have learned a lot and hope to create a better set-up for next year. We will be taking the rink down the first week of February and will need all the help we can get. Santa’s Hut belongs to the city/Parks & Recreation and they will move that out.

Events – Feb 25th will be our WinterBrew from 1 – 5pm in the Broadway plaza. We are going to spend extra to have more heaters. We will need volunteers to help pour beer. Joel Johnson is our sound guy and helps us connect with bands.

St. Paddy’s Day on Park will be in the street from 5 – 9pm on March 18th. We will try to have the Pipes & Drums come and Irish dancers.

April will be our SpringBrew and the Awesomeness of Autism where we raise money to give to the schools and their autism programs. “Where is the Easter Bunny?” family event will be April 8th.

Lisa – We are exploring grants for lighting that will benefit all downtown businesses using grant money for 2017 and other years. This can be used to improve lighting where there are safety concerns especially in the alleys. We hope to work together with businesses and use the same systems on cameras, so that when problems happen we can gather info. The ARTitorium had 2 windows break and they were able to get camera footage from US Bank to try and figure out what happened.

We have \$52,000 in grant money available. WeeBee Toys and Glow Hair are working on projects.

YTT (Yellowstone Teton Territory) is a private not-for-profit tourism organization that provides tourism grants to organizations. YTT wants to help promote events that are already successful and encourage tourists to come. We have applied for and received money for our brew events. Lisa suggested we advertise on the Mountain America Center's billboard during hockey games.

Catherine shared this new video for FallBrew:

<https://www.facebook.com/IFDDC/videos/1021475605318182>

Brad Cramer has left his job with Planning and Zoning at the city and will be working with the INL to help plan and build their innovation center out by Freeman Park. He will be staying on the Redevelopment Agency board. A nationwide search is on to find a replacement.

Meeting adjourned at 10:00am The next board meeting will be held February 7, 2023

Respectfully submitted - Jill Hansen, secretary and Mala Lyon