

Idaho Falls Downtown Development Corp. board meeting was held April 3, 2018 in the Syringa Networks Board Room (460 Park Ave) at 8:30am

Attendance: Brandi Newton, Greg Crockett, Jill Hansen, Derek Christiansen, Kevin Cutler, Tasha Taylor, Antonio Meza, Kevin Josephson, Jake Durtschi, George Morrison, Lisa Farris, Brent McLane and Mark Munoz
Staff: Catherine Smith, Mala Lyon

Minutes for March 6, 2018 were reviewed – Derek motioned they be approved; Jake seconded and board approved

Financial report – snow removal expenses were low - using that money to hire Sheri at '4 Seasons Landscaping' to do planter clean-up. The 29 new pots have been ordered. Catherine did a walk around with Delbert to map out the placement of the pots. St Paddy's Day event – we show net \$5,400, not the final number - a few more bills to pay. Paying our parking split with Melaleuca soon - about \$1,200. Brandi made a motion that the financial report be approved; Jill seconded and board approved.

Mark Munoz was introduced to the board and it was proposed that he replace Tom Judd on the board as Tom is moving to Boise. Greg nominated him; Kevin J. seconded and board approved. Mark grew up in Pocatello and has a background in history.

Catherine: Met with the Mayor in February to discuss the idea of re-bricking the planter boxes and she had some thoughts and asked for a more comprehensive plan. Did a walk around the down town and realized that there are multiple different colors, sizes and styles of brick and concrete planters – all in some state of disrepair. The sidewalks and curbs are also many different colors and styles and many in need of repair. Many of the big trees are in poor health as they are root bound in the planters. It just does not make sense to try to make something look nice when nothing matches, so we are scraping the idea of re-bricking the planters and propose they be removed completely and replaced with trees planted in the ground with pavers around them and then flower pots added. We have pavers in place already along Yellowstone and at Shoup and A Street and they are holding up really well. We are budgeting \$520 for larger trees than what was put in at Shoup and A Street. Brent said we know the costs of the sidewalks and curbs, the only unknown is the cost of the pavers. He recommended that IFDDC do the bidding process for the pavers as it will be much easier process and less expensive than if the city takes it on. The city will remove the trees, planters, sidewalks and curbs, re-set fire hydrants and light poles as needed. We will be in charge of the project with the city contributing and working with us. Brandi asked that this work on the corner of Capital and A Street not start until the end of May as they have dance shows almost every night in May with lots of little kids and families involved. Greg said that this is a great opportunity to show people what we are doing with the BID increase. Brandi proposed that the board approve a budget of \$40,000 for the intersection of Capital and A Street; Greg seconded and board approved. Brent said he would modify the plan so we can move forward with a new design. We will need to decide which intersection will be our next priority and make a list of how we will proceed. Encourage other property owners to do their sidewalk replacement projects during this same time. City will remove all old sidewalk and concrete and pay for half the curb costs.

Events report: St. Paddy's Day was a great success. The bars were packed too. The Fire Department Pipes and Drums played and sold t-shirts and food.

Where is the Easter Bunny? Event was last Saturday and we gave out about 475 maps. Many of the people who came this was their first time participating in an event like this. Best comment was from a family that had just moved to Idaho Falls and they thought it was a great way to discover downtown. WeeBee Toys had a great day as that was the prize pick up spot.

Springbrew is April 14th from 2:00 to 7:00pm asked board to volunteer. May 3rd is IdahoGives and the First Thursday Gallery Walks. We are sponsoring the Gallery Walks this year with the Arts Council and plan to encourage merchants to stay open and restaurants to offer specials.

Parking Committee: Max Clark from Boise will be here April 11 – 13. We are paying for his gas and hotel expenses. Mala and Catherine will tour the downtown with him and discuss all aspects of parking. We will have a parking committee meeting Friday the 13th with him. Prior to that we will meet with the Chief of Police and Kathy Curnutt on Thursday, April 5th at 10:30am to discuss on-street parking management. This is to explore all options.

Lisa –Still working from the 2017 funds. Work starting soon on the old Post Office building. Urban Nook and the Veterans building are getting new signs. The 2018 budget passed and now we will need to request from the city council the next \$55,000. 30% of the total budget is earmarked for 'slum & blight' and that is the area our funding comes from. Idaho Falls Magazine is showcasing Syringa Networks with their building improvements and they plan to spotlight others in the future. Catherine said we are helping sponsor those with Idaho Falls Magazine.

Meeting was adjourned at 9:30am. Our next board meeting will be held May 1, 2018.

Respectfully submitted by Kevin Josephson, IFDDC secretary and Mala Lyon