

Idaho Falls Downtown Development Corp board meeting held August 7, 2018 at 8:30am in the Syringa Networks board room. Those in attendance: Jill Hansen, Lisa Farris, Antonio Meza, Greg Crockett, Jake Durtschi, Shanon Taylor, Mark Munoz, Brent McLane, Cindy Napier, Dana Briggs, Jim Francis, Tasha Taylor, Kevin Josephson, Brandi Newton, Chip Schwarze, Catherine Smith and Mala Lyon.

New board member, Cindy Napier, was introduced. She has been with Idaho Mountain Trading for over 20 years and Richard has owned IMT for 42 years. They are excited supporters of the downtown.

Minutes from our July 10, 2018 board meeting were reviewed – motion was made by Tasha that they be approved; Jill seconded – board approved

Financial report – Shanon informed us that we have had a very good year so far – report showed the income from the Taste of Downtown which .75 of each dollar goes back to the restaurants to cover their expenses and we keep the .25 to cover the promotional expenses. Greg asked why there is a balance negative showing. Catherine explained it is from people who pay ahead for parking. Year to Date maintenance & repair includes the cost of hiring ‘4 Seasons Landscaping’ – Sheri, to help with cleaning up and caring for planters. We budgeted \$700 per month, but it has been closer to \$1,000. We had a light snow fall last year so we have been able to cover the extra costs. Because we are taking care of the planters better this year there won’t be the big expense of cleaning them up next year. Did any of this money come from the Foundation? Yes, but it was \$1,500 grant money from ICCU and Idaho Gives. Hoping to move some money back into the Foundation and in to our Savings Account at the end of this fiscal year. Jill asked if the flower pots will be moved and stored during the winter? Yes, Sheri will move them to her green house. The soil will be replaced, and she is planning on growing some flowers for us for next year. We currently have 29 pots. Lisa asked if more are on the way? As soon as we get more of the intersections ready and have the money. Motion was made by Greg for the financial report to be approved; Shanon seconded and board approved.

Motion was made to remove an item from the agenda stating that elections were to be held. This was an error and no elections are being held at this time. Shanon motioned it be removed; Cindy seconded and board approved.

Catherine reported that we sold about 7,000 tickets at the Taste of Downtown. In the past we have donated the profit to an organization outside of downtown, but decided to keep the money to cover costs and funnel it into our downtown projects. We held this event in conjunction with the Art Show on the River and the Farmer’s Market. We need to expand signage so people can see where to buy ticket and also where available parking is. Local News 8 was there and we did some TV ads. Also had co-sponsors with MCS Advertising and Bank of Idaho. Tony said it was a great event and he has heard nothing but good comments back from the other restaurants. Greg said that because of all the events going on there was a major traffic jam and people didn’t know where to go to park. Having signage next year will help. Brandi said signs that say “Event Parking” are very helpful. Also giving a thank you of some free tickets to the property owners to show that you appreciate them allowing us to use their lots. Greg said we are not doing ourselves any favors by not giving good directions on where parking is available.

Catherine gave the board a proposed budget for the next years budget that will start Oct 1st. We collect from the city thru the BID \$60,000 and are going to request that be raised to \$85,000. This will increase our operating budget and if there is leftover money it can be in our savings account ready for us to use

on a project. It is proposed that we hire a parking and maintenance specialist to take over some of the responsibilities that Mala now does such as, tagging cars that park without taking a ticket, clean up and snow removal, reader board and other jobs. This will free Mala up to do more things in the office such as working on the website and she won't have to be interrupted in the middle of a project to go take care of the lots. The self-service concept is working well. We will have them work 10 to 12 hours a week and pay \$10 per hour.

We are also looking at a unified snow removal where we contract with one snow removal person to do all of downtown. Looking at bids to see what the cost might be.

We have added \$4,000 for public art projects for next year into the budget too.

The board will review the proposed budget and then we will discuss it more and plan to approve a budget at the September meeting.

Landscaping improvement of Broadway from Memorial to Yellowstone – requested \$550,000 from RDA and they requested that we bring the property owners and show them they support of the project. We did that and we will know next week if the money is approved. Also requested \$320,000 to finish all the corner improvement projects. Jake assisted with a proposal for a request for funds for parking technology for the lots and on-street parking. We have applied for a City Partnership grant to do the intersections of Shoup and B Street. Has the engineering planning been done? Yes, we will follow the model of Shoup and A Street – pavers, flower pots and trees. We do not have conceptual drawings yet – those will come after we know we have the money. There will be sprinkler lines installed underground down Broadway if this project goes through. Catherine showed the RDA pictures of Memorial and then Yellowstone with those improvements Broadway is the missing piece. Idaho Falls Power is coming to our board meeting in September to talk about burying the new fiber optic lines and electric lines. They don't want more lines on the poles.

Murals – Jeff Neiswanger, of Channel Blend, has agreed to let the new mural that the ACLU of Idaho is paying for go on his building to replace the current landscape one. We get to control the design. We will spotlight women in history of Idaho Falls and the Village Improvement Society. Hopefully this will be done by November. Will there be a plaque with info on what it is and the artist? Yes. Tony asked if there is going to be a theme for the murals or will they just be random. Catherine explained that the Public Art Committees goal is to create a collection of mural art called the Living Walls of Downtown. No political message and not controversial. We have quite a few building owners that have agreed to have a mural on their building. Is the Idaho Falls Power wall still being looked at? Yes and now there is talk about adding lights to it.

The traffic cabinet wraps should start to go on this week. The first one will be at Capital and Broadway. There has been some issues with making the seams line up just right, so it is taking a little longer.

We are also looking at doing a temporary art feature of Labrador dog statues Downtown. We have found fiberglass lab dogs that we will get artists to paint and then display them downtown. We estimate the cost to be \$5,000.

Lisa asked if more pet poop bag stations are going to be installed? There is a big need where the Farmer's Market is.

Greg asked how many trees are going back in at Capital and A Street? 7 new trees – the type of tree is under discussion. We want to make sure they will survive and provide a shade canopy. They will not be planted Downtown until they can be harvested the first part of Sept. Pavers are on backorder, but should be here this week. Next intersection will be B Street and Yellowstone, then the southwest corner of Park and A Street.

Lisa – 2017 funds we have \$8,768 left. The Historic Post Office is finished and looks wonderful. The Escape Room, Cardamons, MCS Advertising, the Shane building and MarCellar's are all looking into using façade grant money. The city has a website that shows before and after pictures that was just updated. We will include that link on our website and in the newsletter.

Dana – city budget hearing will be held on the 16th at 7:30. Growth areas are by the University Place and INL to the north and east. More amenities to be created by private developers. Creating a master plan of ideas. Trying to work with Union Pacific Railroad to make crossing the tracks easier for pedestrians and vehicles. Also North Yellowstone and out toward Iona is zoned as an Industrial Park area. Chip asked about the Brownstone project south of downtown. Yes, Dana confirms it was approved by the EPA.

Meeting was adjourned at 9:30am. Our next meeting will be held September 4, 2018.