

February 09, 2023

THE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD OF THE CITY OF LEWISTON, IDAHO, met at its regular meeting Thursday, February 09, 2023 at the Community Development Department Second Floor meeting room. The meeting was called to order at 8:30 a.m.

I. **CALL TO ORDER AND INTRODUCTION**

BOARD MEMBERS PRESENT: Wendy Price, Chair; Tami Meyers, Vice Chair; Dr. Dennis Ohrtman, arrived at 8:31 AM, left at 9:32 AM, and arrived at 10:07 AM; Susie Jones; Garry Bush; Doug Bauer arrived at 8:34 AM;

BOARD MEMBERS ABSENT: Michael Follett;

STAFF MEMBERS PRESENT: Katie Hollingshead, Assistant City Planner; Dawn Ortiz, Community Development Specialist; Aaron Butler, IT; Melinda Rose, Grant Manager

OTHERS PRESENT: Brenda Morgan, Executive Director for Beautiful Downtown Lewiston (BDL)

II. **PUBLIC COMMENTS**

None.

III. **APPROVAL OF JANUARY 12, 2023 MINUTES (ACTION ITEM)**

Board members, Meyers and Bush moved and seconded, respectively, the approval of the January 12, 2023 meeting minutes. The motion carried 4-0.

IV. **REPORT ON FOUNDRY NEGOTIATIONS – W. PRICE/D. BAUER (ACTION ITEM)**

Chair Price stated herself, Board member Bauer and Sharon Taylor-Grant were able to get together. They discussed the questions that need to be asked and will be calling the Foundry next week.

V. **FINANCIALS – B. MORGAN (ACTION ITEM)**

A. Review of Bank Statement

Brenda Morgan from Beautiful Downtown Lewiston verbally reviewed the previous month's bank statement and invoices.

Chair Price asked Ms. Morgan how existing events are going to be separated between what BID pays for and what BDL pays for.

BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD MINUTES

February 09, 2023

PAGE 1

Ms. Morgan stated she addresses it by if there is any credit going back to the BID, then they are charged. Also if the items are available to the businesses downtown, then it is charged to BID.

Chair Price asked if the BID could be recognized in the advertising of events BID participates in so the participants know BID is assisting.

Board member Meyers recommends advertising on social media and including what BID does to get the word out.

Ms. Morgan offered to send out a press release on projects that the BID is working on and include BID on fliers and advertisements.

B. Review of Invoices

Board members Meyer and Ohrtman, respectively the approval of provided invoices. Motion passed 6-0

VI. DISCUSSION OF STRATEGIC PLAN FOR BID THROUGH CLOSURE ON 12-31-2026 (ACTION ITEM)

Staff Hollingshead lead the discussion in regard to creating a strategic plan for the BID through closure in 2026, focusing on the 4 areas of improvement from the original plan.

Board members discussed and provided ideas on what they would like to see completed at the BID closure date. Staff Hollingshead will provide the Board members a consolidated document with these ideas at the next meeting.

Ms. Morgan stated the downtown directory is complete and will be updated on a yearly basis. They will be moving forward with reaching out to businesses and finding out if they would like to have an ad in the directory. The last step is getting the directory out to the public.

VII. REVIEW 2023 WORK PLAN AND BUDGET – B. MORGAN (ACTION ITEM)

A. Area #2 – Planters for Downtown from Wilbert Precast, cost sharing for transportation of planters before starting bid process

Ms. Morgan stated she has not received any feedback from Wilber Precast to date, but it would be viable to meet their minimum order amount. Ms. Morgan did provide a deadline of next week to Wilbert Precast to respond back.

B. Area #3 – Banner Project Sheet – Update

Ms. Morgan stated she is waiting for feedback on what is in stock and what will need to be ordered. Once she has this information she will be able to create the project form.

C. Area #3 – Town Hall meeting with Incite! Consulting on 5/9/2023. Review and approve Memorandum of Understanding

Ms. Morgan stated the Town Hall meeting is to encourage ratepayers and citizens to provide feedback and voice their opinions on the topics at hand. There would be a planning session to create the agenda of the meeting. This would be partially funded by BDL and BID.

Board member Meyers sees this as an opportunity for ratepayers to come in and make comments and opinions on the strategic plan ideas. Including representatives from the Chamber and Valley Vision would provide an opportunity for collaboration.

Board members Meyer and Bush moved and second, respectively, to approve the Memorandum of Understanding for Incite! Consulting in the amount of \$1000.00. The motion passed 5-0.

D. Soofa Signs

Ms. Morgan and Tim Barker Director from Parks and Rec met with Soofa Sign in regards to installing these signs throughout downtown. There are 4 locations, but if you order 5 or more there is a cost break. Director Barker is looking at if the City could purchase some additional signs to assist with the cost break. These signs would assist with wayfinding in the Downtown, but BDL would not have control over the advertising on the signs.

Board member Bauer stated this could be a tool to promote downtown, but does not agree with not having control over the advertisement. Would hate to see advertisement from out of town.

VIII. BOARD MEMBER COMMENTS

Board member Bush stated there is a new stop at 5th and Main for tourists from the cruise ships. These tourists need some signage or a temporary fix to tell them where they can go for food, shopping or historical locations once dropped off.

Board members discussed options of how to get stores to stay open when these tourist come into town on Sundays.

IX. STAFF COMMENTS

A. Query of Board members to attend the regularly scheduled March 9, 2023 meeting

All board members present will be in attendance.

Staff Hollingshead stated she will add the Historic Preservation Commission's signage project to the next agenda.

X. BID ADMINISTRATOR COMMENTS

Ms. Morgan is working on a newsletter and if anyone has any suggestions, the more news the better.

Board member Ohrtman stated the museum was getting a new roof.

XI. ADJOURNMENT (ACTION ITEM)

There being no further business, Board members Bauer and Bush moved and seconded, respectively to adjourn. The motion carried 6-0 and the Business Improvement District adjourned at approximately 10:20 a.m.

RESPECTFULLY SUBMITTED,

ATTEST:

RECORDING SECRETARY

BID ADVISORY BOARD CHAIR

Approved this ____ day of _____, 2023.