

Idaho Falls Downtown Development Corp. February 4, 2020 board meeting was held in the Syringa Networks Board Room (460 Park Ave) at 8:30am

Attendance: Antonio Meza, Jake Durtschi, Shanon Taylor, Steve Fischbach, Emily Fitzpatrick, Kevin Cutler, Tasha Taylor, Greg Crockett, Jill Hansen, Cindy Napier, Lisa Farris; Staff: Catherine Smith, Juan Hernandez, Mala Lyon; visitors: Jim Pletscher, Chase Martin and Anne Rector

Minutes for January 7, 2020 were reviewed – Jill motioned they be approved; Jake seconded, and board approved

Financials: Shanon reported that we have \$110,000 balance – snow removal costs have been high; we did not have Winterbrew because of the amount of snow in the plaza. We have received the \$35,000 from the BID; Shannon motion the financials be approved; Kevin C seconded; and board approved

Catherine – we will have elections for the Officers in March; those who have agreed to serve are as President -Jake Durtschi; Vice President – Kevin Cutler; Treasurer – Brandi Newton and as Secretary – Jill Hansen; Antonio Meza will then serve as Past President

Parking: we have a process in place that anyone wishing to contest a citation has to go online and formally contest and it is working well; We are trying to be consistent and fair. The on-street parking income is down about \$4,000 from the estimate we budgeted. We took from what the city had collected in past years and made our best guess estimate on what we thought we would collect. About 40% of people getting citations are paying. The meters are above budget on our collection estimate with credit cards and coins. We need to be able to do follow up collection. Each citation is printed if it is a 2<sup>nd</sup> or 3<sup>rd</sup> citation. Currently we cannot access the addresses of the people who get citations. The city attorney Randy Fife is working on a solution. The software we have will generate a letter for us. We are having a meeting Feb. 11<sup>th</sup> at 6:30 at the DEC to discuss with the merchants the validation options. This will only be about validation. We have sent out emailed invites and will also hand deliver invites. Hair salons like the idea of people paying at the meter and they log in to the portal and validate. Others want to validate after a purchase is made. The city council is not interested in changing the parking to zones at this time, plus the cost of changing all the signage would be ours. On-street meters are an option, but they cost \$5,000 per meter. Hearing from people that they would be willing to pay to park on street for longer than 2 hours. We need the merchants to be positive about parking with their customers and be informed with the correct info. Greg said he sees a big improvement with on-street parking availability.

A Lot parking booth – still working on getting bids for the replacement of the A Street booth. The “vroom vroom” will park in the new shed. It will have a garage door. We are looking at a steel shed option. Juan currently takes the ‘vroom vroom’ to his home each night.

We have ordered 6 new garbage cans. Working with the city on the new striping on the streets. We will be having a mural ribbon cutting with the Chamber of Commerce on the same day as Idaho Gives – May 7<sup>th</sup>. I.F. Power is still interested in doing the underground power lines in the alleys. Steven Bowmen would like to come to a board meeting to discuss it again.

Lisa – Have \$60,000 left with \$9,400 not earmarked for a project. We will be applying for \$55,000 for 2020. We are looking at doing some light improvement in the parking lots with some of this grant money. This grant money opportunity info needs to be shared, so it will be used, or we will end up losing it.

Meeting was adjourned at 9:05am

Our next board meeting will be held March 3, 2020 at 8:30am