

Idaho Falls Downtown Development Corp. June 8, 2021 board meeting was held at the Jacob Grant conference room – 490 Park Ave at 8:30am

Attendance: Jake Durtschi, Emily Fitzpatrick, Tasha Taylor, Lisa Farris, Kevin Cutler, Shanon Taylor, Steve Fischbach, Jill Hansen, Antonio Meza, Kevin Josephson, Councilman Jim Francis, and Anas Almassrahy.

Staff: Catherine Smith, Juan Hernandez and Mala Lyon

Minutes for May 4, 2021 were reviewed - Tasha motioned to accept the minutes. Shanon seconded and board approved

Financial Report – Catherine – We will be applying to have the PPP loan forgiven. We must show that the money was all use form rent and payroll which it was. The budget is split between operations and parking to help us clearly track expenses and income. Lexis Nexus is still working with us to get addresses of people who have not paid parking tickets. There was a mix-up, and they were giving us addresses for every ticket written, but we only need those that have not paid. Each address costs us a dollar. Jake asked if we are considering the labor involved in making the list of only non-paying people? Catherine explained that she can quickly run reports now that will give us the correct needed list. We have about \$25,000 out in unpaid tickets. Letter notices will go out ASAP. Insurance for the events has gone up \$500. We can track what payments are made through the Park Smarter App or at the meter or in the drop box. We have over sold parking permits in the A Lot and get about \$60,000 per year from permit income. Motion was made to approve the financial report by Kevin Cutler and seconded by Jill Hansen – board approved.

SpringBrew was held in May and was a huge success. We ran out of beverages and had many people thank us for having the event. Krisi was our event coordinator, and we paid her \$1,000. She does an amazing job. We made about \$10,500 and out expenses were \$6099. Civitans helped pour and it was a great kick off for the summer event season.

We have been looking for a part time person to come in on weekends and monitor parking and do maintenance work. We have only had 2 apply and one was application is a clear no. The other is quite a young person, so we are going to keep looking. Without someone here on the weekends we are down from \$130 to about \$90 for payment at the meters. We will continue to watch that.

June 15th at 10:00am we are all invited to a zoom meeting with IPS to learn more about parking meters on the street. They will explain the financial options and how other cities have made it work. The IFDDC cannot own them. We are hearing that people see our two-hour limit signs and think that once their two hour is up they have to leave downtown. Another misconception is that people think you have to have coins to pay for parking in the meters – but payment is through debit/credit card and mobile app. This will be a long education process and will have to be set up so there is no risk to the IFDDC. Many details are to be worked through and feedback and comments from all of downtown business owners to be considered. Catherine will send out the zoom link so you can participate on your own phone or computer and an invite to meet with us in the city council room or Brad Cramer’s office.

The Block Face ordinance is moving forward with the City Council which will require people to move at least 500 feet from an original parking spot after the two hours. This is the equivalent of one to one and a half blocks away – one downtown block is 398 feet. There will be a second sign placed under the original two-hour limit sign explaining as clearly as possible that they may park again one block away.

Parking App for the meters (demo) – You can download the parking app onto your phone and then pay for your parking using your phone rather than having to go to the meter. It will also notify you when you are almost out of time, and you can add more. It brings up a list of the meters – it doesn't matter if you pick A lot #1 or A Lot #2 meter as it is all one lot and will register your payment. License plate numbers must be added correctly with no spaces. There is a map that shows the locations of the meters and lots. There is a QR code sticker on each meter that can be used to get to the app. We are working on getting a poster made that can be in businesses. This same app can be used in the future with on-street meters.

“Labs of Downtown” will be launched in July and the first one will be installed in August. We are working with INL grant money for this project. They will be placed at the intersection and have a leash/bike lock that will secure them to a lamp pole.

Main Street Community – we are learning about their Locable software which will help us connect with our newsletter and website. Business owners will be able to link into it and add info.

4th of July Parade – we will be having a downtown ‘float’ in the parade this year. We will be driving a red corvette and follow along with wagons and banners. We are hoping to convince the chamber who is looking to move the parade route next year to bring it downtown. Start at Freeman Park and come down Memorial and then cross the river to River Parkway. The other option they are looking at is 17th Street where you would stand in a parking lot to watch the parade. There was an expense of \$100 to be in the parade this year, but we are hoping this will help us understand the parade and then convince them to move it downtown.

Lisa – We have \$11,000 left from 2017 – 2020 to be used for signs and awnings. Page Insurance has a project started but have not gotten back to us. We will be starting the new 5-year plan soon.

Jim Francis – the city council met last night, and a discussion was held on the water tower. It was not a voting item. A few council members thought it should be reviewed. We are going forward with the S Capital Park location with April 2022 construction date.

Meeting was adjourned at 9:19am

Our next board meeting is scheduled to be held July 6, 2021.

Respectfully submitted by Jill Hansen, Secretary and Mala Lyon