

Idaho Falls Downtown Development Board Meeting held July 12, 2022, at 9:00am in the Arts Council conference room. Those in attendance: Kevin Cutler, Cindy Napier, Chris Sheetz, Jill Hansen, Tasha Taylor, Chip Langerak, Lisa Farris, Councilman Jim Francis. Staff –Mala Lyon

Chris Sheetz welcomed, and board was told that Emily has left the Idaho Falls Magazine and will no longer be on our board.

Minutes of the June 7, 2022, meeting reviewed; Chip motioned to accept, Tasha seconded; Board approved.

Financial report shows the profit from the Summerbrew and the BID funds of \$25,500 from the city were received yesterday and will show in next months report. Cindy motioned to accept; Jill seconded; Board approved.

Director's Report – Chip – reviewed the report that Catherine sent out –

Farmer's Market: We are trying to get a meeting set up with the market board to help them with what they need help with and what they know and don't know concerning the road closure problems. We met with the IFPD and IFFD and what they are requiring to have for a street closed for an event. They want a secure barricade which would cost us \$60,000 for our events and 3 times that for the Farmer's Market as every vehicle access has to be blocked, but someone could simply drive around a barricade onto the grass of the greenbelt and drive in. The way it is now is a no and this no will be enforced next year. The fire department requires a 12' wide space to get their large truck in. We asked about parked cars across the road, and they said no as if they need the vehicles moved quickly there could be problems of getting the vehicle owner right there or the vehicle might not start. Money was donated by the INL to the IFPD, and they purchased barricades, but we are not allowed to use them for a public event. We have called Idaho Traffic Safety and they do not have any to rent. The Farmer's Market has expanded and improved by being on the greenbelt. They made 1.2 million last year which is double from the year before and double again the year before that. Having it on the Memorial greenbelt is what it was redesigned for, and it pulls people and tourists into the downtown. Other Farmer's Markets in surrounding towns plan theirs so it doesn't conflict with ours. Most vendors have a job during the week, and this is a side thing to make extra money. We have armed security every week at the Market. Kevin said the goal of IFDDC is to be the support group to help people work with the city to be able to hold events in the street, we do not want to take over any event just help facilitate. We are looking into removable bollards that have a permanent footing in the ground and they are just placed and removed as needed. Then there is the issue of where they will be stored and who will be tasked with bringing them downtown, placing them out and removing them for each event. We are looking to see if there are any grants available for this type of project. Or maybe we can get Idaho traffic Safety to see there is a need for barricades that can be rented. Tasha said we love these events and don't want them to move away from the downtown or suck the charm out of them.

Taste of Downtown – the public wants this event, but the restaurants are still struggling to be staffed and it is an expensive event for us to put on. Chris asked if we have thought of doing it where you go to the actual restaurant with a purchased ticket that you present to get your sample? You could still have a band and tents for people to mingle at. When this event was Taste of Idaho, we allowed restaurants that were not downtown to participate, but now it is limited to just the downtown restaurants. What about the restaurants across the river or on Cliff Street? Most of the businesses on Cliff are class 'B' BID members and can participate but do not have a vote.

Draft of the revised budget – Catherine made some adjustments to what we thought the event income would be which was less than we hoped, and snow removal costs were higher. These changes brought the budget back into balance. We will review this again next month when Catherine is here.

Lisa - for 2022 \$38,233.98 was approved by the city council, so we have \$34,00 available for new projects. Page Insurance is working on repairing the masonry on their building. Willowtree Gallery has submitted a request, but they are just outside the BID boundaries, but they are a class 'B' member of the BID. We will need to have confirmation as to whether they can be included. Kevin stated that the goal of the BID is to help offer services just like this and not just a collect funds program.

Councilman Jim Francis – he will talk to IFFD and Randy Fife about the road closure problems. The water tower is 90% designed and the install will begin next spring. The BID reserve money at the city is \$109,589.63 and it does earn interest. Enforcement of parking in additional lots along Yellowstone by the railroad tracks and others is being reviewed along with the budget by the city council. A community cultural festival to promote unity is being planned for next year as we realized that there was not enough time to pull one off this fall and we hope to have a winter celebration. The railroad behind the library has been approved to be taken over by the city from the railroad.

Tasha asked when the over the street strings of lights can be reinstalled now that the construction is finished? Councilman Jim Francis said he would ask to see if that is under the Parks and Rec. and how soon they can get it done.

Meeting was adjourned at 9:52am The next board meeting will be held August 2, 2022

Respectfully submitted - Jill Hansen, secretary and Mala Lyon