



**Board Meeting
November 1, 2016
Community Development**

Present: Scott Trotter (President) Beeg Johnson (Vice President), Vikky Ross (Treasurer), Mike Cannon (Secretary), Wayne Hollingshead, Michelle Witthaus, Kaeli Dry, Angela Brooks, Joe Strohmaier, Wendy Price Jonelle McCoy, Jim Kleeburg

Not Present:

Excused:

Guest: Jay Starnes

Staff: Courtney Kramer (Executive Director)

- I. **Call to Order and welcome of invited guests.** Scott brought the meeting to order at 4:01 pm
- II. **Approval of the Meeting Minutes from October 5 Board Meeting, Finance Report, Committee Reports, ED & EPM Report.**

Need to amend the minutes to correctly spell 'Lewiston' and Joe Strohmaier is listed twice on the 'present' section. Presented and reviewed. Approved as presented.

III. Public Comment

No public comment

IV. Special Presentation

- a. **Jay Starnes, Main Street diagonal parking?** Was asked by Courtney why some of the building owners are not as engaged with BDL as they used to. Jay had a discussion with John Smith to understand why there hasn't been any progress on Main Street or any experimentation with diagonal parking or slowing down the traffic. John Smith informed Jay to go talk to Public Works. Jay asked the question "why can't we do this?". What is the objective of BDL? What is going on today? Who is our liaison today? What is BDL about? What we've heard from business owners is we need more pedestrians on the sidewalk. The board asked Jay how many times do you hear screeching breaks? Jay replied 'often'. How often do you see car wrecks at the intersection of Main and Brackebury



Square? Jay replied that he has seen A LOT of traffic incidents in front of his building at the crosswalk. We care about slowing the traffic downtown. Also, don't be afraid to put parking meters downtown. Huge issue with cars parking in front of his business on Main Street that sit in parking stalls all day.

Let's help to keep business owners in the loop about the progress on Main Street. Public Works suggested to slow the traffic down by going to 20'. Scott suggested that he would like to have 5 volunteers to put together something to give (design committee) to provide an idea for business owners what we're doing downtown.

V. Old Business

- a. **Review of call for bids on Market Study on Downtown Lewiston Market Study.** Mostly Talking to CEDA about how to share the cost for this. We need to recognize our partnerships but also recognize when it's in our best interest to pay out of pocket to move forward with our strategic plan. I've had two contractors tell me that the study can be done between 2,500 to 4,000. This is something that we could knock out quickly and effectively on our own. Cannot be reimbursed for grant money if we were to go through a grant process. Discussion of community involvement and how we want to bring all the downtown merchants into this. Work with the consultant to set up those meetings between the merchants (sharing confidential information). Once the study is done, we'd move forward with a strategic plan that recognizes where we need to shift our focus. How do we focus on the gap of retail? It's the foundation upon which we decide everything we do. Wayne- I think this should be part of the budget conversation. Courtney is recommending that we pull money from reserves to complete the study. There's a lot of time upfront setting the table for the consultant to do their work. This document (call for bid) is straight out of Main Street America. The consultant would also give us their version of a timeline for completion of the market study. If we partner with CEDA they could carry the USDA grant money for the study. Courtney is trying to meet with Deb Smith to determine this. Kleeburg - throw it out for an RFP and see where the bids come in at. I would anticipate that an updated set of numbers would happen annually.
- b. Will table the item from the October minutes regarding board meetings happening every other month.

VI. New Business

- a. **Request from Historic Preservation Commission for BDL representative to join the HPC.** Is there anyone that would be interested



in joining the HPC? They are currently looking for a representative from BDL since they are looking to expand the historic district to 9th Street. Scott will go to an HPC meeting tomorrow morning and find out exactly what they are looking for.

- b. Draft Budget for 2017.** We are obligated to have a balanced budget and recognize our resources and do what we do well. We have a lot of irons in the fire. Once we get a market study we can figure out where our resources are. Courtney recommended not bringing back the farmers market. Would like to table that for a couple years and talk with the Idaho department of Health (need to look at more funding for something like that). Pop up art program and signal box wraps are pending receiving grant money. Other changes is the 'progressive dinner'. Been approached by the restaurants downtown about putting on an event to promote our restaurant merchants. It's at a loss primarily for media and advertising. Membership goal is to expand. Expanding our membership at the key and corporate members. Promotional Items/Services. Suggest to partner with chamber for business after hours. Upwards of 2,400 to cater and provide refreshments downtown. Would have it at any place or business that is willing to partner for the event. Tourism. Potential to do advertisement in March or April and really look at driving tourism. Artwalk. Issue with artwalk (could go under equipment budget). We cannot figure out how to do good signage for the participating merchants. 500 dollars for signage for the event. Is signage necessary? Maybe suggest a BDL logo on each location. Pumpkin palooza. Fantastic to see the number of people downtown. Will pull the pedestrian camera to see what the numbers where. To keep doing it well, we need more sponsors and more expenditures of resources to do it. Possibly sponsored by some of the car dealerships. Scott said to 'punt' on the Artwalk signs to reduce the budget. Also, the 4K money for the market study could be taken out of the expenses and pulled from reserves.
- c. Officer Elections.** . We will put it on the agenda for next month.

VII. Good of the order

- a. Talk force on homeless from the City. How do we want Courtney to proceed? Beeg said to forward that information to our membership.**
- b.**

VIII. Closed Session to discuss executive director compensation considering the department of labor ruling on exempt employees.

IX. Adjournment

Adjourned at 5:00 pm