



CITY OF TWIN FALLS

NOTICE OF SPECIAL MEETING

Archway Project-Advisory Committee

February 3, 2017 8:30 AM

LOCATION: 305 3RD AVENUE EAST
CITY COUNCIL CHAMBERS

***** A quorum of the City Council may be in
attendance*****

Lisa Strickland
Administrative Assistant
208-735-7267



NOTICE OF AGENDA

PUBLIC MEETING

Archway Project

Ad Hoc Citizens Advisory Committee

February 3, 2017 8:30 AM

City Council Chambers

305 3rd Avenue East Twin Falls, ID 83301

Archway Project Ad Hoc Citizen Advisory Committee Members:

Don Hall Elbert Davis Greg Middlekauff Jeanette Roe John Kapeleris Leonard Anderson Melissa Crane
Micah Campbell Nikki Boyd Paula Brown Sinclair Rex Lytle Ruth Pierce Scott Roberts Tony Prater

Facilitator: Kathy Markus

Staff: Mitch Humble, Lisa Strickland, Kelly Weeks

I. CALL MEETING TO ORDER:

II. CONSENT CALENDAR:

1. Previous Minutes for Approval **December 16, 2016**
2. Approval/Modification of Agenda

III. ITEMS OF DISCUSSION:

1. Close Committee Membership
2. Community Outreach Report – Ruth Pierce & Melissa Crane
3. Selection of Archway Concepts
4. Plan for Pizza Party Award and Council Presentation of Award
5. Height Report – Mitch Humble
6. LED Technology
7. Costs Associated with Signs – Greg Middlekauff
8. Twin Falls Community Foundation Project Application
9. Plan of Action Discussion

IV. PUBLIC INPUT AND/OR ITEMS FROM THE COMMISSION/THE PUBLIC/CITY STAFF

V. UPCOMING MEETINGS:

Next public meeting to be scheduled for **February 17, 2017 at 8:30 am.**

VI. ADJOURN MEETING:

Si desea esta información en español, llame Leila Sanches al (208) 735-7287

Any person(s) needing special accommodations to participate in the above noticed meeting should contact Kathy Markus at (208) 735-7222 at least two (2) working days before the meeting.



**MINUTES
PUBLIC MEETING**

Archway Project

Ad Hoc Citizens Advisory Committee

December 16, 2016, 8:30 AM Special Meeting

City Council Chambers

305 3rd Avenue East Twin Falls, ID 83301

Archway Project Ad Hoc Citizen Advisory Committee Members:

Don Hall Elbert Davis Greg Middlekauff Jeanette Roe John Kapeleris Leonard Anderson Micah Campbell
Melissa Crane Nikki Boyd Paula Brown Sinclair Rex Lytle Ruth Pierce Scott Roberts Tony Prater

Facilitator: Kathy Markus

Staff: Mitch Humble, Josh Palmer, Lisa Strickland, Kelly Weeks

Attendance: Hall, Davis, Roe, Kapeleris, Anderson, Campbell, Crane, Boyd, Sinclair, Pierce, Roberts

Staff: Humble, Palmer, Strickland

I. CALL MEETING TO ORDER:

II. CONSENT CALENDAR:

1. Previous Minutes for Approval: **12-01-16**
2. Approval/Modification of Agenda: **None**

Motion:

Member Anderson made a motion to approve the consent calendar, as presented. Member Kapeleris seconded the motion.

Unanimously Approved

III. ITEMS OF DISCUSSION:

1. Introduction of New Committee Members
2. Review of the Committee Charter

The committee reviewed the charter for the Advisory Committee and were in agreement with the charter.

Motion:

Member Kapeleris made a motion to approve the charter. Member Roe seconded the motion.

Unanimously Approved

4. Twin Falls Community Foundation Project Application Status Update

Facilitator Markus updated the committee on the possible cost for the project. After some research and advisement, it was determined that the cost of the project could cost approximately 200,000.00. This amount was acknowledged in the Community Foundation Project application.

After this update the committee discussed making a recommendation that the funds set aside for this project by the City be managed by the Twin Falls Community Foundation. The cost of managing these funds will be approximately 500.00. The committee decided that this would be the appropriate approach to the management of the funds.

Motion:

Member Pierce made a motion that the \$43,000 dollars be moved to the Twin Falls Community Foundation for management of the funds. Member Kapeleris seconded the motion. All members present voted in favor of the motion.

Motion Passed

5. Update on Outreach to Schools and Artists

Member Crane presented the flyer she would like to pass out to advertise to the community that the committee is looking for conceptual drawings to use in the design of the archway. After review of the flyer it was discussed by the committee that the applicants need to understand that this sign will also incorporate a message center sign for advertising community events.

The committee determined that the term Informational needs to be added to the flyer so that the applicants understand that the archway has a practical purpose as well as artistic.

3. **Josh Community Outreach Options**

Information Office Palmer explained that he has posted on the City website information related to the archway project. He would however like to meet with a couple of the committee members to really define the message that is going out to the community about the project, that the committee is looking for conceptual drawings and define a timeline for submittal so that the committee has a reasonable number of choices to pick from.

After some discussion Member Crane agreed to assist Mr. Palmer with this and work towards having a unified message go out to the community with directives for the application and where to get more information about the project.

6. Plan of Action Discussion

The committee re-evaluated the timeline for submitting the applications and discussed extending the due date to allow students more time to prepare and submit ideas. Facilitator Markus recommended moving the deadline date to **January 27, 2017** allowing more time for the applicants. The committee was in agreement with this date.

After determining a date for the deadline it was determined that the committee should plan for the next meeting to occur on February 3, 2017 at 8:30 am here in the City Council Chambers to review the submittals.

IV. PUBLIC INPUT AND/OR ITEMS FROM THE COMMISSION/THE PUBLIC/CITY STAFF

V. UPCOMING MEETINGS:

Next public meeting to be scheduled for **February 3, 2017 at 8:30 am.**

VI. ADJOURN MEETING:

Facilitator Markus adjourned the meeting at 9:40 am.

CITY OF TWIN FALLS

ARCHWAY COMMITTEE

The City of Twin Falls Archway Committee wants you to help inspire the design of the future Twin Falls Archway in historic Downtown Twin Falls. The archway will span across Shoshone Street near the Twin Falls County Courthouse and City Park. Submissions that best reflect the heritage of Twin Falls will be selected to inspire the final design of the archway.

1

Draw, paint, sketch, or digitally design your vision for the archway

2

Submit your vision by February 1, 2017 to:

Magic Valley Arts Council
ATTN: Twin Falls Conceptual Design
195 River Vista Place, Suite 101
Twin Falls, ID 83301

3

The Archway Committee will review all submissions that reflect Twin Falls' unique heritage

4

On February 3, 2017 the Twin Falls Archway Committee will announce the submissions that will inspire the design of the future archway

FOR MORE INFORMATION
WWW.TFID.ORG

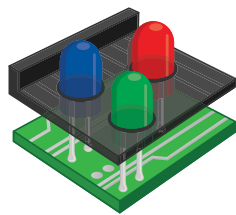
INSPIRED BY
FOR THE **COMMUNITY**



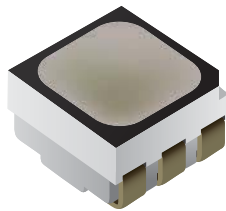
LED TECHNOLOGY 101

WHAT IS A PIXEL?

Learn more about
our products at
[daktronics.com/
learningcenter](http://daktronics.com/learningcenter)



Through-hole pixel



Surface-mount pixel

"Pixel" is short for "picture element." A pixel is the smallest element in the display system that is individually controlled – turned off and on at various brightness levels. So the pixels illuminate to form letters, words, graphics, animation, and video images.

When designing displays, we evaluate the number of LEDs needed in each pixel for necessary brightness, while keeping production and power costs low.

WHAT IS RESOLUTION?

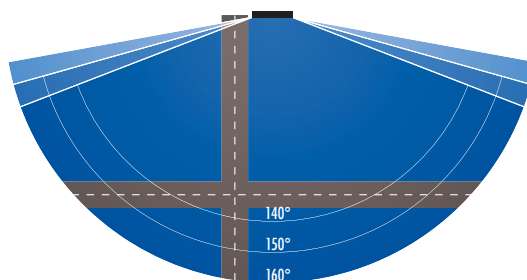


"Resolution" is the number of pixels in a display. To increase resolution, your customer can go to a smaller pixel pitch in the same physical size display or increase the display's physical size using the same pitch.

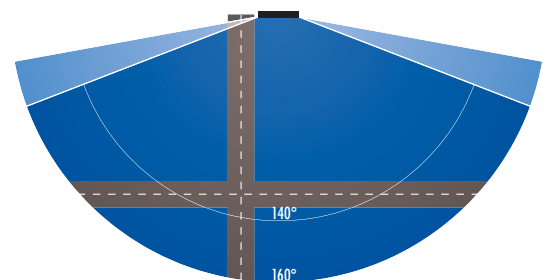
We can help you evaluate how pixel spacing affects picture quality. In the examples left, the display size and distance are the same, but the pixel spacings are different.

WHAT IS VIEWING ANGLE?

"Viewing angle" refers to the display's optimal viewing cone where the intended audience will be located. "Readability angle" or "viewing area" exceeds the optimum viewing angle, depending on the site and ambient light conditions (see graphics).



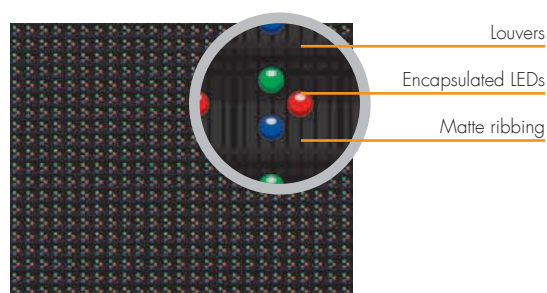
Viewing angle of Daktronics products



Optimum viewing angle vs. readability angle

THE SCIENCE OF A DISPLAY'S VISUAL QUALITY

So you can offer your customers LED signs with premier image quality, we integrate different features, procedures, and processes.



BRIGHTNESS & CONTRAST

LED displays with high contrast ratios show sharper, clearer, more effective images. "Contrast ratio" is the difference between an LED sign's full-on white brightness and the sign turned off with only ambient light reflection.

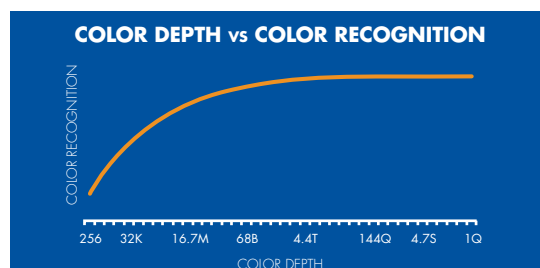
A high contrast ratio display shows crisper details and purer colors, especially in direct sunlight. We increase the darkness of the black state for a higher ratio contrast by using louvers that encapsulate the LEDs and a black matte finish. This reduces reflection and diffuses light to boost brightness levels, while maintaining power efficiency.



COLOR CALIBRATION

LED technology can dim over the years, but we offer several solutions so our displays maintain complete color uniformity throughout the equipment's lifetime.

First, we work with suppliers to buy color-consistent LEDs that are tightly binned and lot controlled. Then, before shipment, we calibrate individual LEDs and modules for color and intensity. After installation, technicians can lighten and darken modules as needed.



COLOR DEPTH

"Color depth" refers to the number of colors available to create an image. Generally, greater color depth can result in higher-quality images. But a color depth of more than 16.7 million isn't needed for high-quality images.* The graph, left, shows how increasing color depth improves color recognition at a lower color depth, but at a higher depth, the color recognition improvement is negligible.

*Amit Dhir, The Digital Consumer Technology Handbook (New York: Xilinx, Inc., 2004), p. 171.

TEXT VIEWING RANGES (APPROXIMATE)

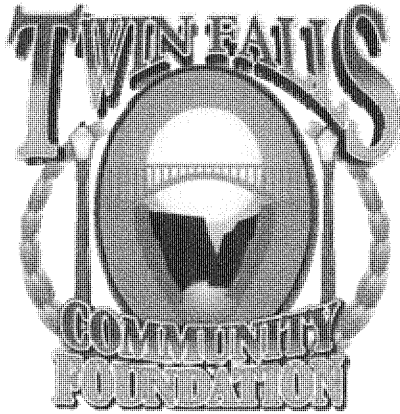
CHARACTER SIZE				MAX. VIEWING DISTANCE			
in	mm	ft	m	in	mm	ft	m
3	76	150	46	18	457	900	274
6	152	300	91	24	610	1,200	366
9	229	450	137	36	914	1,800	549
13	330	650	198	48	1,219	2,400	732

This table shows the correct character size based on viewing distance.

MINIMUM VIEWING DISTANCES

LINE SPACING	MIN. VIEWING DISTANCE
10 mm	23'
15 mm	31'
16 mm	37'
20 mm	45'
26 mm	59'

This table shows the distance at which the light from individual pixels blends together into a complete image.



Twin Falls Community Foundation PROJECT APPLICATION FORM

The Twin Falls Community Foundation, inc. Board of directors meets the second Friday of the months of January, March, May, July, September, and November. This completed application must be presented by a representative of the requesting group, including non-profits, corporations, and businesses, at a board meeting.

Name Of Applicant: Archway Project Ad Hoc Citizens Advisory Committee

Mailing Address: 345 2nd Avenue East, Twin Falls, ID 83338

Physical Address:
(If P O Box Above)

Phone: 208-735-7222

Email Address: kmarkus@tfid.org

Director/Contact Person: Facilitator/City Employee-Kathy Markus

Tax status and id#
(attach a copy of IRS
letter)

Amount of project
revenue \$150,000 - \$200,000

Total project cost \$150,000 - \$200,000

Brief statement as to purpose of the grant/project: Provide and electronic message board (inside of an archway) for City, County and non profit agencies to notify the public of events, community information, and emergency information.

Is this a one-time or ongoing project? One-time

Party responsible for this project: City of Twin Falls

Project information: Attach information addressing all of the following:

- ✓ Explanation Of The Need For The Project
- ✓ Beneficiaries Of The Project
- ✓ Geographic Area Benefited By The Project
- ✓ Time Table For The Project (Include Starting And Completion Dates)
- ✓ Explanation Of How The Project Be Implemented And Marketed
- ✓ Other Community Organizations, If Any, Supporting The Project (Attach Letters Of Support Or Financial Commitments)
- ✓ Budget For The Project
- ✓ Any Special Facilities Or Personnel Needed To Complete Project
- ✓ Any Other Sources Of Funding For The Project (Attach Letters Of Commitment)



AUTHORIZED SIGNATURE OF APPLICANT



POSITION

DATE OF APPLICATION: 12/22/16

Print and mail application to:

Twin Falls Community Foundation
P.O. Box 5632
Twin Falls, ID 83303-5632

Applications need to be submitted no later than the 1st of the month preceding scheduled regularly scheduled Board Meetings.

Twin Falls Community Foundation
Project Application Form
Archway Project Citizens Involvement Ad Hoc Committee

Project:

The goal of this project is to create an archway with a message board crossing Shoshone Street between the city park and the rose garden by the courthouse.

Explanation of Need for the Project:

Currently, the City of Twin Falls, the County of Twin Falls, and non-profit groups that operate with the city have limited affordable advertising opportunities. There is a need to provide expanded informational opportunities and increase the opportunities for citizens to participate in community events. The proposed archway would also provide an additional method to notify the public of emergency conditions that may impact their safety.

By placing the message board into an archway, that is designed based on community submitted concepts, the committee hopes to create a beautiful and informative entry into the downtown area of Twin Falls.

Beneficiaries of the Project:

This message board would allow the City of Twin Falls, the County of Twin Falls and community non-profit groups to post information that will benefit all of the citizens and visitors to Twin Falls.

Geographic Area Benefited by the Project:

The entire Magic Valley will benefit from this structure. Along with the residents of the city and county of Twin Falls, there is an influx of workers, shoppers and visitors each day. Many of these individuals will be passing through this area.

Time Table for this Project:

The committee hopes to have a design and raise the funds by January 1, 2018.

Explanation of How the Project Be Implemented and Marketed:

The committee of citizens was formed to develop the concept and help with fundraising. A city employee is facilitating the meetings. City staff is also assisting by keeping the committee up to date on the regulations, taking minutes, publicizing the committee and connecting with the community. The committee members are also reaching out to their co-workers and acquaintances.

Other Community Organizations, If Any, Supporting the Project.

The City of Twin Falls, Twin Falls County, the Rotary, Twin Falls Center for the Arts, Twin Falls Community Foundation, Twin Falls Senior Center and several local businesses all have representatives on the committee. These representatives will represent their organizations and provide the information back to their organizations. During the fundraising phase, the organizational support is expected to increase.

Budget for the Project.

It is expected that the final project will cost between \$150,000 and \$200,000. The City has reserved \$43,000 for the project. After the project is complete, there will be ongoing electrical, maintenance and programming costs which will be covered by the City.

Any Special Facilities or Personnel Needed to Complete the Project.

At this time, there are no additional needs.

Any Other Sources of Funding for the Project.

There may be contributions from the county, the fair committee, and other non-profit organizations who support the electronic message board. At this point, we do not have any set commitments.