



Urban Renewal Agency Downtown Arts Subcommittee Minutes

Tuesday, March 15, 2022, 1:30 PM

City Hall - Room 116, Overflow
203 Main Avenue East- Twin Falls, Idaho

Members: Rudy Ashenbrener, Andy Hohwieler, Dan Brizee, Jan Rogers, Alexandra Caval, JJ McBride, Dave McAlindin

1) Call Meeting to Order

Present: Leon Smith, Carolyn White, Dennis Bowyer, Mike Youngman, Marjorie McBride, Tony Prater

Absent: Jan Rogers

Staff Present: Lorrie Bauer, Administrative Assistant; Jonathan Spendlove, Planning & Zoning Director; Wendy Davis, Parks & Recreation Director

Chair Smith called the meeting to order at 01:30 PM. A quorum was present.

2) Items of Consideration

- a) Approve the November 22, 2021 meeting minutes.

MOTION: White moved to accept the minutes as submitted; Bowyer seconded. Unanimously approved.

- b) Budget

The budget was reviewed. There is a balance to spend of \$26,483.00.

- c) Potential Project - Expand the City Hall Alley Wall Mural

Youngman introduced the proposed addition to the "Magic of the Valley" mural on the alley wall of City Hall by artist Matt Sunderman. The proposed cost is \$20,000. The addition would add reference to rodeo, fishing, base jumping, and the Idaho State flower, Syringa. Discussion ensued in regards to funding the project.

MOTION: Youngman moved to accept the mural addition proposal for \$20,000 and reduce the maintenance amount previously designated for the City. McBride seconded. Unanimously approved. Youngman will present the request for consideration to the URA board on April 11, 2022.

- d) Potential Project - Art Recognition Board

White shared a graphic of the sign design. The sign includes a QR Code that links to the art website being hosted by the City Library. The size is approximately 4'x4'. Lytle Signs submitted a proposal to create two (2) signs for \$1,031.00, which includes installation. There is a fee for Lytle Signs to create the design which is not included in this amount. The signs can easily be replaced in the future to update the information as often as the City desires. The website can be updated immediately. The two locations that gave approval to install the signs include 1) Claude Brown's (Hansen Street side), and 2) Mary Alice Park fence (Main Ave. side). Lytle Sign's has verified signage requirements and will get the appropriate permits for installing the

signs. Research is still being done for a flyer/brochure that people can pick up at the visitors center, library, etc. The flyer would include the QR Code, a small picture of the art, the artist's name, and the location of the art. A printing cost estimate is still needed before another agency can apply for a grant to cover the printing costs. Discussion ensued.

MOTION: Bowyer motioned for the title to be "Twin Falls Public Art Tour" and to proceed with two signs to be located at the sites previously mentioned for an estimated \$1,500. Youngman seconded the motion. Unanimously approved. White will present the request for consideration to the URA board on April 11, 2022.

3) General Input/Announcements - Public/Staff

Prater shared information about a mural artist who would like to paint a mural in all 50 states. The artist chose Twin Falls for Idaho. There is already a grant in place to pay the artist, but a location is needed. Locations were discussed.

4) Adjournment

The meeting adjourned at 2:23 PM.



Lorrie Bauer, Administrative Assistant