



**MINUTES
PUBLIC MEETING**

**Archway Project
Ad Hoc Citizens Advisory Committee
February 3, 2017, 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, Lisa Strickland

Attendance: Roe, Kapeleris, Campbell, Crane, Boyd, Brown Sinclair, Lytle, Pierce, Prater

I. CALL MEETING TO ORDER:

II. CONSENT CALENDAR:

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

Motion:

Member Roe made a motion to approve the minutes. Member Brown Sinclair seconded the motion.

Unanimously Approved

Facilitator Markus presented information provided by the Middlekauff dealership with regards to staff training and cost related to management of the display once installed. She also explained that an email was submitted by Citizen Tom Frank recommending that that old Jim's Service Station be considered as a site for the sign versus an archway over Shoshone Street. These items will both be discussed today as part of this agenda.

III. ITEMS OF DISCUSSION:

1. Close Committee Membership

Facilitator Markus explained that when this committee was originally formed there was an open invitation for participation. At this point it seems that the membership has been established and the committee is formed, she would recommend membership be closed.

Motion:

Member Kapeleris made a motion to close the committee membership. Member Roe seconded the motion.

Unanimously Approved

2. Community Outreach Report – Ruth Pierce & Melissa Crane

- Member Pierce reviewed the process for advertising for community participation in the design of the archway. There were press releases, information posted on the City Website and posted on the web through the Twin Falls Community Foundation.
- Facilitator Markus explained that Member Crane would be presenting the design concepts that were submitted later on in the meeting after Deputy City Manager Humble presents information related to height and Member Lytle presents information about LED technology.

3. Height Report – Mitch Humble

- Deputy City Manager Humble explained that after the last meeting he reviewed the City Codes to determine the feasibility of installing this sign to span a roadway and any additional requirements that may be necessary. There are many reasons this should not be approved. He explained however that a few years ago the City made a code amendment in the zoning ordinance that essentially states if the city needs to do a use that provides a service to the citizens then the City Council has the right to approve this use if it is not otherwise permitted. What happened at the time of this code change there was a need for the city to install towers for emergency communications and they were in areas that did not allow cell towers. The City Council has given some direction for this project and once decisions have been made from this committee and they feel the project is ready to move forward, the item will be presented to the City Council as a public hearing item. The City Council will then take action on the request.

4. LED Technology

- Mr. Lytle explained the variations between the different types of LED lit signs. He displayed a sample showing pixels on a poster for the group to see the difference. He explained the clarity of the picture is measured by pixels. The closer the pixels are together the better the picture. This technology is improving all the time, the poster shown as a sample today includes 35mm, 25mm and 19mm examples. If you are far enough away, a 35mm is as good as 19mm. He would recommend a 16mm for this project. The new Middlekauff sign was designed with 16mm but the majority of the LED signs along Blue Lakes Blvd. N. are 19mm. As was said earlier the size of the sign is not limited however, 50 sq. ft. is typical and would most likely meet the needs for this sign, cost will probably drive some of the decisions for this committee. Most of the signs along Blue Lakes Blvd. N. are 50 sq. ft.
- Member Sinclair asked about the price difference from 19mm to 16mm.
- Mr. Lytle explained the price difference is possibly 15% but if you decided to go with 10mm from 16mm it is double the cost.
- Member Sinclair stated she is wondering if 19mm or 25mm would be sufficient because at a certain distance she couldn't see much difference in the pixels.
- Mr. Lytle explained that at a certain distance the size of the pixel does not matter. They all look the same. The 19mm would be a little less money he wouldn't recommend the 25mm.
- Member Pierce asked Mr. Lytle to put together a list of the local businesses that have LED Signs around town with sizes, mm and pixels.
- Mr. Lytle stated he could do that things have changed quite a bit in the industry, a list may help the committee understand better knowing what is out there.
- Member Brown-Sinclair explained she understands that the sign we are looking to design will be for words and the signs that he has shown are for moving pictures and more than just words. In terms of cost, are we considering specifications that don't apply to this project?
- Mr. Lytle explained that if the discussion is about monochrome it would be a yellow or red color like Magic Valley Mall and Wilson Bates signs. The graphics are a big deal for signs currently.
- Member Campbell explained he would agree, to cut out color may require the message to be adjusted requiring more time to dumb down the message in order for it to be posted on the sign that has been chosen. We are working in an age where resolution is a big deal.
- Mr. Prater stated that if we are going to charge for the use of the sign and the organization is not going to be able to include their logo we would come up short if we cannot offer that as part of the sign. He thinks we need to look at a sign with better resolution sign not just letters.

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- Member Pierce explained she thinks this discussion is a little premature without looking at numbers and funding for the project.
- Mr. Lytle stated he will put together a list and stated he has not sold many of the monochromes in a long time because there is not that much difference in cost to add the graphics component.

5. Selection of Archway Concepts

- Member Crane reported that by the end of day February 1, 2017 there were several designs submitted. She posted them on the overhead for the committee to look at and discuss.
- Planner I Weeks asked Mr. Lytle if the designs shown could easily incorporate a message center sign.
- Mr. Lytle stated there should not be a problem with any of the concepts shown.
- Member Prater asked if the decision was to be made based on a concept to get the process started.
- Facilitator Markus explained a concept needs to be picked so that it can be given to someone to design for installation and presented as what it would look like completed.
- Planner I Weeks asked if the public should be involved in deciding which of the concepts submitted they would like.
- Member Brown Sinclair explained that she is not comfortable having one concept picked because it got the most votes, she thinks it would be better to possibly ask which concept they favor. If you open it up to the public, it could be a design that is very expensive to create.
- Member Campbell stated he thinks the committee has a good handful of submissions that can be considered and think the committee can pick from the submittals and move forward with the project. Possibly picking the best elements and design a sign using those elements.
- Member Roe explained that there are elements that are good in each of them possibly a combination would work and would be nice for the community.
- Member Pierce asked for the concepts to be scanned in and emailed to everyone so that the committee could take a little time to look at each of them. Have input on the concepts by the next meeting.
- Member Kapeleris asked about a timeline.
- Facilitator Markus explained if the committee wants to take a little extra time to consider the concepts submitted there should not be an issue with the timeline.
- Member Roe asked if they can discuss the concepts with other people.
- Deputy City Manager Humble explained if they want to talk to members of the community about the concepts submitted that is fine, but they cannot discuss them amongst each other outside of this meeting.
- Facilitator Markus confirmed that the committee would like to meet again in two weeks to discuss the concepts further.
- Member Kapeleris ask if there should be some consideration to adding an addition spot on the sign to identify things going on specifically in the city park.

6. Plan for Pizza Party Award and Council Presentation of Award

- Facilitator Markus recommended that this item be postponed until a selection has been made.

7. Costs Associated with Signs – Greg Middlekauff

- Facilitator Markus reviewed an email regarding cost associated with management of the sign after it has been installed.

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- Mr. Middlekauf explained in an email that this does not require any specific training, some computer knowledge and possibly some art/design software is helpful but not necessary and an average of \$100 per month is spent managing the sign.

8. Twin Falls Community Foundation Project Application

- Facilitator Markus explained that she submitted the application so everything is setup for anyone that wants to donate money for the sign. She also explained that the City Finance Director Rice has earmarked the \$43,000 set aside by the City Council towards this sign and would like to keep this money in the general fund so that the City can accrue interest on the fund.
- Member Roe stated that once the construction begins the funds need to be moved to the foundation so that things can be kept track of by the foundation.

9. Plan of Action Discussion

- Member Sinclair reminded the committee about fund raising, this project needs to get on the different lists for donation. A strategy for approaching funding sources would be something she would like to discuss at the next meeting.
- Member Pierce suggested that Mandi Thompson the City Grant Writer be invited to the next meeting.
- Mr. Lytle explained having the users pay is fine however because of the stated to advertise for the sake of advertising is not allowed.
- Facilitator Markus explained that this would be a non-profit type message center.
- Deputy City Manager Humble explained this would be a community event, meeting notice sign for the community. He is not opposed to having sponsorship of the sign recognized on the sign.
- Member Sinclair explained the City and County are good resources however, she would recommend the school district be another consideration.

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

- Facilitator Markus explained an email regarding the possible purchase of the gas station property located at "five-points" and putting a multi-sided sign at that intersection. She updated the committee that the building department has received plans for that building to be remodeled and that the property would not be available.
- Deputy City Manager Humble explained that prior to developing this committee city staff reviewed this issue and multiple properties. This property was considered but that would add the need for additional funding to buy the property and demolish the building along with the cost of sign, this did not seem like a feasible option. There is a lot of merit to the idea but financially it would have prevented this project from moving forward.
- Mr. Lytle had a few designs on his phone that were displayed on the overhead and they will be sent out to the committee for consideration.

V. UPCOMING MEETINGS:

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

VI. ADJOURN MEETING:

Lisa A Strickland
Administrative Assistant
Planning & Zoning Department