



Twin Falls Archway Project Ad Hoc Citizens Advisory Committee Minutes

Friday, May 5, 2017, 8:30 AM

Special Meeting

City Council Chambers
305 Third Avenue East - Twin Falls, Idaho

Members: Greg Middlekauff, Jeanette Roe, John Kapeleris, Leonard Anderson, Micah Campbell, Nikki Boyd, Paula Brown Sinclair, Rex Lytle, Tony Prater, Ruth Pierce, Melissa Crane

Facilitator: Kathy Markus

Staff: Mitch Humble, Lisa Strickland

1) Confirmation of Quorum/Call Meeting to Order

Facilitator Markus called the meeting to order 8:35 am and confirmed a quorum.

2) Consent Calendar

- a) April 21, 2017 Minutes

MOTION: Tony Prater moved to approve the minutes as amended. Leonard Anderson seconded the motion. Roll call vote showed all members present voted. Approved 7 to 0.

3) Items for Discussion

- a) Flyers will be passed out
Flyers were passed out.

- b) Fundraising Updates - Possible Funding Sources

Member Boyd stated that she went to the Board of Realtor and things went well. They asked where their names would appear if they donate more than 250.00

Member Prater has a meeting with the Optimist Club on May 18, 2017.

Member Sinclair stated that she has submitted a request to Simplots. It was suggested to her that she go to the Boise public library because they have online resources for non-profit organizations.

She has found a few other foundations to ask and there are two more in May that are due soon.

Member Pierce stated that Member Sinclair has worked hard on this and deserves a big thank you.

Facilitator Markus has contact the other members to see who they are willing to contact for funding.

c) Rotary Update

Member Anderson reported that the Rotary Club "Death By Chocolate" of Twin Falls turned the request for support down. They will not contribute to the construction of the sign but would like to advertise on the sign. He explained there are two other rotary groups one Morning Group and One Evening Group. Both of these groups have discussed it and a member of the morning club stated that she would ask for a 20,000.00 donation and he has not heard anything back from the evening group.

Member Sinclair explained that she thinks there needs to be more discussion about a fee for posting messages on the sign.

d) Recognition Sign - Develop Specifications and Cost

Member Sinclair explained another question that has come up is can their logo be included on the recognition plaque. She explained that she believes this is negotiable and feels like the Committee would be willing to discuss the idea. She would like to find a way to include the logo for someone that donates a certain amount of money.

Member Pierce explained 10,000.00 could be the starting point to discuss the logo.

Member Anderson displayed on the overhead a sample of another recognition plaque. There were different levels of donations and as the amount donated increased the font increased and for very large donors they were able to have their logo places on the plaque. From top to bottom with the larger donors at the top with their logo. He also explained that the Twin Falls Community Foundation can also take stock as donations.

Member Sinclair suggested that the answer could possibly be that the committee is committed to providing the appropriate amount of acknowledgement based on the contribution.

Member Lytle explained that he could design a sample of a recognition plaque using some of the committee members business logos as a sample.

Member Pierce stated that she has suggested to the County that they match the Cities contribution and as recognition of their contribution she would recommend putting their logo on the sign also.

e) Plan of Action

Member Anderson explained that he would like to know about a charge to cover maintenance and replacement cost for this sign.

Member Pierce explained that she thinks there will be a charge to cover the cost of the power, staff and maintenance.

Member Sinclair explained that daily maintenance of the sign to post and change regularly can take time and she thinks possibly there should be some discussion on having an advisory committee or contact to assist staff with any questions about messaging.

Member Lytle explained these message boards can be programmed a year in advance. On state roads off site advertising is not permitted.

Planner I Weeks explained this section of Shoshone Street is not a state road, therefore the off site rule does not apply.

Facilitator Markus explained that any fee assessment has to be calculated and presented to City Council for approval.

4) General Input/Announcements - Public/Staff

5) Upcoming Meeting(s)

- a) June 5, 2017 8:30am

6) Adjournment

Lisa A. Strickland, Administrative Assistant