



Twin Falls Archway Project Ad Hoc Citizens Advisory Committee Minutes

Friday, August 25, 2017, 8:30 AM

Special Meeting

City Council Chambers
305 3rd Ave E
Twin Falls, ID 83301

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.

She reviewed the new city employee schedule with the members and requested that we move the meeting to a different weekday. The recommendation was the first Thursday of the month at 8:30 am. All that were in attendance were agreeable to the change. Facilitator Markus explained that she will send out an email asking the other members if the change would be okay with them. If so an appointment reminder will be sent.

2) Consent Calendar

- a) Approval of Minutes for the Following Meeting: 08-04-17

3) Items for Discussion

- a) Archway Timeline/Responsible Party

- Facilitator Markus reviewed the timeline for the project and explained that if they were to stick to the current timeline, the final date for having all of the money would be February 16, 2018.
- Member Sinclair confirmed that the location of the sign is still going to stay by the rose garden area.
- Facilitator Markus explained the sign will be close to 6th Avenue and Shoshone and will not be moved to the second proposed location. She will follow up with the County Commissioner to confirm.
- Member Lytle will work with an engineer on specs for the sign and follow up with the committee. It will be enough engineering information to put it out for bid.

- b) Reader Board Guidelines

Facilitator Markus asked if there was a template that could be used for the resolution. City Attorney Wonderlich will create the resolution and this committee will create the

guidelines to be put in the resolution. She has researched and provided a draft.

Discussion Followed:

Member Sinclair recommended that the draft included:

- Who can post
 - What can be posted
 - How to get it posted
 - Mechanism for dealing with how someone can appeal a decision.
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- Member Kapeleris asked why city services and governmental services was separated out. He understands school district but city vs government he needs some clarification.
 - Facilitator Markus explained city services would be messages generated by the City of Twin Falls and messages generated by different entities would fall under government services.
 - Member Sinclair asked about County generated messages and asked if they should be identified like the City and not put up with in with the other government category.
 - Facilitator Markus explained she will amend the verbiage and add County Services and Events to the list.
 - Member Sinclair stated that the City should allow for an entity to pre-qualify so that they can submit for posting a message. Pre-qualification makes it clear that they entity making the request for a posting is approved to do so. The message that can be posted must be related to events open to the public on a non-discriminatory basis. The posts are intended to be event and not product oriented.
 - Member Kapeleris explained when the Fair was having its centennial celebration they had a book they were selling, would that be permissible.
 - Facilitator Markus explained advertisement for the book would not be permissible if the statement event not product oriented is in the resolution.
 - Member Roe clarified if they want to advertise the event (i.e. Fair Dates) that would be permissible however advertising that a book is for sale would not be allowed.
 - Member Sinclair explained the only reason she suggested a pre-qualification process is to reduce the amount of time staff has to spend determining who can advertise and who cannot. There will most likely need to be a description of non-profit included. It gives entities the opportunity for groups that are not IRS recognized non-profits to plead their case.
 - Planner I Weeks explained there are churches that want to advertise registration for activities, but they claim they are non-profit and should not have to pay. The pre-qualification would be beneficial.
 - Member Kapeleris explained that denying religious messages would be in line with separation of church and state.
 - Member Lytle explained supporting a cause that serves everyone whether it is church supported or not should be allowed as long as the message is neutral and not religious.
 - Member Roe suggested legal council should be asked these questions.
 - Member Sinclair explained this discussion is why she thinks a process for appeal should be included in the resolution. If someone wants to present their case or appeal the guidelines then the process for doing so needs to be included in the resolution.
 - Planner I Weeks explained if the applicant can't provide proof that they are non-profit they should present their request to Council for qualification. An application could be submitted

and they could be pre-approved.

- Facilitator Markus asked if this application should be renewed annually or should there be a timeline for completion.
- Member Sinclair suggested an announcement be made that any non-profit that would like to advertise an event on the sign needs to be pre-qualified and the application is available online.
- Member Roe stated the instructions on the application could state that this needs to be submitted and approved 45-60 days prior to the first posting request. It can be submitted any time throughout the year and a pre-qualification timeline can be identified.
- Member Lytle suggested the legal council possibly could take these recommendations and draft a resolution for the committee to look at again.
- Member Sinclair explained that she thinks that there should be some guidelines for entities that want to pre-reserve times. There are several groups that have events that are time significant it would be beneficial to have a means to reserve the space, much like when they wanted to post the banner over the street.
- Facilitator Markus explained maybe the pre-qualification application could include the specific dates and events so that a calendar could be created for posting. Public safety messages would be the only item that might take precedence over an event message.
- Member Lytle reminded the committee the advantage to the message center sign is that you can post multiple event messages at the same time. The number of messages might be diluted if you post too many but it is not limited to one message one event. Industry standard is approximately 5 messages at a time so that there are not too many at one time. He stated he can provide some industry guidelines.
- Member Kapeleris asked if sponsorships would be allowed in the message. That should be addressed.
- Member Lytle explained it should not be allowed. For example First Federal sponsors a lot of different things but that should not be mentioned on the event sign.
- Member Sinclair explained they can have a booth at the event, the point of the event sign is to let people know an event is going to occur on this date, at this location, not all of the details. It is an ethical conflict for the City to endorse any specific business or product. Service Club Logo, Non-Profit Logo would be fine but not business logos.
- Facilitator Markus asked about prioritization.
- Member Sinclair explained prioritization is only an issue if there are more than 5 messages for that date.
- Member Kapeleris thought of an event that was to benefit the CSI Refugee Program and it was initiated and hosted by a group of citizens not a non-profit or service organization.
- Member Sinclair explained the group should be able to prove they are non-profit, the event is open to the public and it is non-discriminatory as to who can attend the event. Basically an un-incorporated group.
- Member Roe explained another event is fill the truck that is sponsored by a radio station. The event would be a for profit sponsor advertising a no-profit community event.
- Facilitator Markus asked what type of file format the content has to be.
- Member Lytle explained that he will get the information about the types of formats.
- Facilitator Markus explained she would like for the messages to be prepared by the applicant prior to submittal so that staff is not designing a message. Some organization may not have the resources or the ability to do make it message board ready, which is why she include a text format option on the application.

- Member Sinclair asked if a list of individuals could be provided to the applicant that they could contact to assist with creating the message.
 - Facilitator Markus explained the list would have to be complete, the City would not be able to refer the applicant to anyone specifically.
 - Member Roe recommended CSI might want to partner with the City and have their students learn how the messaging works and design messages for customers.
 - Member Lytle explained CSI has just had two message center signs installed on their campus and they are very similar to the type of sign we are discussing.
 - Planner I Weeks asked about brightness control.
 - Member Lytle explained that the lighting is adjustable and would be controlled by the staff.
 - Member Sinclair asked if there is an industry standard for the length of time a message shows up on the board (1 or 2 minutes)
 - Member Lytle explained typically the message shows up approximately 1 or 2 seconds. The combination of animation, graphics and text can determine how long and how many messages are shown.
 - Member Roe recommended the line heights be adjusted for people to fill in the form manually. There may be some individuals that will want to manually fill out the form.
 - Member Lytle suggested there may be someone that only wants text for a message. He stated he may be able to provide some standards for size of letter equals number of characters that will fit on the screen.
 - Member Roe explained that if it is submitted as text format only, that is all they get nothing fancy and it includes only the specific details like an invitation: What the event is, Where the event is, and When the event is. The characters are limited to a certain amount in order for the message to be legible.
- c) Financial Status
- Facilitator Markus reviewed the total funds pledged and the total funds collected. She explained the goal is \$250,000 and the current total pledge and collected equals \$118,450.
- d) Member updates on fundraising
- Member Sinclair explained there are still 4 grant requests pending a response.
 - Member Lytle requested to be the one that contacts First Federal Bank.
- e) Plan of Action
- Member Lytle will work with the engineer on specs for the sign so that it is prepared enough for the bid process.
 - Facilitator Markus will edit the funding source list with Member Lytle contacting First Federal Bank and remove the Rotary Club presentation.
 - Member Lytle will provide some industry standards for the committee to help create guidelines for messages.
 - Facilitator Markus will update the verbiage on the application to identify County generated messages as a category also.
 - Facilitator Markus will update the guidelines based on the committee input and ask City Attorney Wonderlich to draft a resolution for the committee to review.
 - Facilitator Markus will work on a pre-qualification application.

4) General Input/Announcements - Public/Staff

5) Upcoming Meeting(s)

- a) October 6, 2017 8:30 AM

6) Adjournment

Facilitator Markus adjourned the meeting at 9:38 am.

Lisa A. Strickland, Administrative Assistant