



Twin Falls City Council Agenda

Monday, July 2, 2018, 5:00 PM

City Council Chambers
203 Main Avenue East- Twin Falls, Idaho

AMENDED AGENDA ADDED ITEM 6D

Members: Shawn Barigar, Suzanne Hawkins, Nikki Boyd, Chris Talkington, Gregory Lanting, Christopher Reid, Ruth Pierce

- 1) CALL MEETING TO ORDER/CONFIRMATION OF QUORUM
- 2) PLEDGE OF ALLEGIANCE
- 3) CONSIDERATION OF AMENDMENTS TO AGENDA
- 4) PROCLAMATIONS: None
- 5) GENERAL PUBLIC INPUT
- 6) CONSENT CALENDAR
 - a) Request to approve the June 25, 2018, City Council Minutes
Purpose: **ACTION ITEM** By: Amy Luna, Finance Administrative Assistant
 - b) Request to approve the Accounts Payable for June 26 thru July 2, 2018.
Purpose: **ACTION ITEM** By: Amy Luna, Finance Administrative Assistant
 - c) Request to hold the Cirque Italia on July 5 to 8, 2018.
Purpose: **ACTION ITEM** By: Justin Dimond, Sergeant
 - d) Request to approve an Alcohol License to serve beer and wine on property located at 1309 Blue Lakes Boulevard North. c/o Tomato's Italian Grill
Purpose: **ACTION ITEM** By: Amy Luna, Finance Administrative Assistant
- 7) ITEMS OF CONSIDERATION
 - a) Request to waive park fee for Purple Heart Day ceremony in City Park.
Purpose: **ACTION ITEM** By: Tami Billman, Event Organizer
 - b) Southern Idaho Tourism's annual update.
Purpose: **Presentation** By: Melissa Barry, Southern Idaho Tourism
 - c) Discussion on Animal Control.
Purpose: **Discussion** By: Brian Pike, Deputy City Manager, Courtney Cunningham, Animal Control, Sean Standley, Code Enforcement
- 8) GENERAL INPUT/ADVISORY BOARD REPORT/ANNOUNCEMENTS

9) PUBLIC HEARINGS: None

10) ADJOURNMENT

- a) Executive Session §74-206 (1)(a) To consider hiring a public officer, employee, staff member or individual agent, wherein the respective qualities of individuals are to be evaluated to fill a particular vacancy or need, unless a vacancy in an elective office is being filled.

Any person(s) needing special accommodations to participate in the above-noticed meeting could contact Leila Sanchez (208) 735-7287 at least two working days before the meeting. Si desea esta información en español, llame Leila Sanchez (208) 735-7287.

Public Input Procedures

1. Individuals wishing to provide public input regarding matters relevant to the City of Twin Falls shall
 - wait to be recognized by the Mayor or Chairman
 - approach the microphone/podium
 - state their name, and whether they are a resident or property owner in the City of Twin Falls, and proceed with their input.
2. The Mayor or Chairman may limit input to no less than two (2) minutes. Individuals are not permitted to give their time to other speakers.

Public Hearing Procedures for Zoning Requests

1. Prior to opening the first Public Hearing of the session, the Mayor or Chairman shall review the public hearing procedures.
 2. Individuals wishing to testify or speak before the City Council or Planning and Zoning shall wait to be recognized by the Mayor or Chairman, approach the microphone/podium, state their name, then proceed with their comments. Following their statements, they shall write their name and address on the record sheet(s) provided by the staff. The staff shall make an audio recording of the Public Hearing.
 3. The Applicant, or the spokesperson for the Applicant, will make a presentation on the application/request (request). No changes to the request may be made by the applicant after the publication of the Notice of Public Hearing. The presentation should include the following:
 - A complete explanation and description of the request.
 - Why the request is being made.
 - Location of the Property.
 - Impacts on the surrounding properties and efforts to mitigate those impacts.
 4. Applicant is limited to 15 minutes, unless a written request for additional time is received, at least 72 hours prior to the hearing, and granted by the Mayor or Chairman.
 5. A City Staff Report shall summarize the application and history of the request.
 6. The City Council or Planning & Zoning Commission may ask questions of staff or the applicant pertaining to the request.
 7. The general public will then be given the opportunity to provide their testimony regarding the request. The Mayor or Chairman may limit public testimony to no less than two (2) minutes per person.
 - Five or more individuals, having received personal public notice of the application under consideration, may select by written petition, a spokesperson. The written petition must be received at least 72 hours prior to the hearing and must be granted by the Mayor or Chairman. The spokesperson shall be limited to 15 minutes.
 - Written comments, including e-mail, shall be either read into the record or displayed to the public on the overhead projector.
 - Following the Public Testimony, the applicant is permitted five (5) minutes to respond to Public Testimony.
 8. Following the Public Testimony and Applicant's response, the hearing shall continue. The City Council or Planning & Zoning Commission, as recognized by the Mayor or Chairman, shall be allowed to question the Applicant, Staff or anyone who has testified. The Mayor or Chairman may again establish time limits.
 9. The Mayor or Chairman shall close the Public Hearing. The City Council or Planning and Zoning Commission shall deliberate on the request. Deliberations and decisions shall be based upon the information and testimony provided during the Public Hearing. Once the Public Hearing is closed, additional testimony from the staff, applicant or public is not allowed. Legal or procedural questions may be directed to the City Attorney.
- * Any person not conforming to the above rules may be prohibited from speaking. Persons refusing to comply with such prohibitions may be asked to leave the hearing and, thereafter removed from the room by order of the Mayor or Chairman.



Twin Falls City Council Minutes

Monday, June 25, 2018, 5:00 PM

City Council Chambers
203 Main Avenue East- Twin Falls, Idaho

1) CALL MEETING TO ORDER/CONFIRMATION OF QUORUM

Present: Mayor Shawn Barigar, Vice Mayor Nikki Boyd, Council Members Suzanne Hawkins, Chris Talkington, Greg Lanting & Ruth Pierce.

Absent: Council Member Christopher Reid

Staff Present: Deputy City Managers Mitch Humble & Brian Pike, City Attorney Fritz Wonderlich, Deputy City Attorney Shayne Nope, Chief of Police Craig Kingsbury, Captain Matt Hicks, Lt. Terry Thueson, Detective Brian Maughan, Sgt. Justin Dimond, PIO Josh Palmer, City Engineer I Erin Steel, Airport Director Bill Carberry, IT Tech Dee Davidson, Finance Administrative Assistant Amy Luna

Mayor Barigar called the meeting to order at 05:00 PM
A quorum was present.

2) PLEDGE OF ALLEGIANCE

Mayor Barigar invited all present, who wished, to recite the Pledge of Allegiance to the Flag.

3) CONSIDERATION OF AMENDMENTS TO AGENDA: None

4) PROCLAMATIONS:

- a) General Aviation Appreciation Month - Twin Falls Fliers Flying Club

Mayor Barigar presented a "Proclamation for General Aviation Appreciation Month" to the Twin Falls Fliers Flying Club.

5) GENERAL PUBLIC INPUT: None

6) CONSENT CALENDAR

MOTION: Council Member Pierce moved to approve the consent calendar as presented. Council Member Boyd seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

- a) Request to approve the Accounts Payable for June 19 - 25, 2018.
- b) Request to approve the June 18, 2018 City Council Minutes.
- c) Request to hold the St. Luke's of Magic Valley Health Foundation Pavilion Dedication.
- d) Request to hold the 27th Annual Arts in the Park event.
- e) Request to hold the National Night Out event on August 7, 2018.

7) ITEMS OF CONSIDERATION

- a) Presentation of the Chief's Partnership Recognition Award to Crisa Charlton.

Chief of Police Kingsbury presented the "Chief's Partnership Recognition Award" to Crisa Charlton.

- b) Request to award the City of Twin Falls ERF-082 Frontier Road Project to Extreme Excavation, Inc. of Shoshone, Idaho.

City Engineer Steel provided the following information:

\$4.4 M in Street Reserves was previously requested to be released

10 State Funded Grants totaling \$1.2 M was awarded to the City of Twin Falls

\$840,138.17 Bid was from Extreme Excavation

\$1,091,428.60 was the highest bid

Requested that the City Council approve the full Grant amount of \$1.2 M, which will allow for more sidewalks to be added to the project if approved by the Grant Council.

Discussion ensued on the following:

Council Member Hawkins recused herself as Extreme Excavation, Inc is one of her clients.

MOTION: Council Member Talkington moved to award the City of Twin Falls ERF-082 Frontier Road Project Contract to Extreme Excavation, Inc. of Shoshone, Idaho in the full Grant amount of \$1.2M. Council Member Pierce seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

- c) Update on 2018 Federal Aviation Administration Airport Projects

JUB Engineer Kent Atkin updated Council on the 2018 Federal Aviation Administration Airport Projects.

Discussion ensued on the following:

Mayor Barigar asked if we have accomplished most of the shown projects

Council Member Talkington ask about the proposed cross wind run-way (#12)

Council Member Lanting asked if we would still need to acquire land to the south and across the roadway.

Mayor Barigar thanked Mr. Atkin for the update.

8) GENERAL INPUT/ADVISORY BOARD REPORT/ANNOUNCEMENTS

Council Member Lanting reported on the AIC Annual Conference - City of Twin Falls received an award for the Main Street Project and City Hall Building

Council Member Boyd did a shout out to all that attended the open house for the Community Center - survey goes out to 3000 homes this next week or you can go to the web page and fill out the survey.

Deputy City Manager Humble - reminded Council of the legislative changes to how the open meetings are conducted & restrictions to amendments to the agenda.

Advised of the following Dates:

July 2nd check to see if Council Meeting needed? Will plan for it at this time

July 4th Fireworks Celebration, sponsored by Choboni,
starting at approx. 10 pm at CSI

July 6th Ribbon Cutting for Downtown Commons Plaza starts at 4pm

July 7th Twin Falls Old Town Event, all day with vendors and a Concert in the evening.

July 9th is the Budget presentation to the Council

9) PUBLIC HEARINGS: None

10) ADJOURNMENT

The meeting adjourned at 05:37 PM



Amy Luna, Finance Administrative Assistant



Date: Monday, July 2, 2018
To: Honorable Mayor and City Council
From: Justin Dimond, Sergeant

ACTION ITEM

Request:

Request to hold the Cirque Italia on July 5 to 8, 2018.

Time Estimate:

Staff requests that this item be placed on the Consent Calendar.

Background:

Cirque Entertainment LLC, in cooperation with the Magic Valley Mall, has submitted a Special Event Application requesting to hold the Cirque Italia. This event will be held in the Magic Valley Mall parking lot on July 5 to 8, 2018.

Cirque Italia is described as being an "Aquatic Spectacular" featuring performers from all over the world. The show offers approximately two hours of high-end entertainment. There will be aerialists, contortionists, jugglers, and many other performers on display. The event will take place under a "Big Top" tent in the Magic Valley Mall parking lot.

The show schedule is as follows:

- July 5 - Thursday: 7:30 p.m.
- July 6 - Friday: 7:30 p.m.
- July 7 - Saturday: 1:30 p.m., 4:30 p.m., 7:30 p.m.
- July 8 - Sunday: 1:30 p.m., 4:30 p.m., 7:30 p.m.

The organizers have submitted an extensive emergency plan for this event and Magic Valley Mall representatives have met with City officials. The Mall has submitted a parking plan for the event as well. There will be an estimated 250 to 500 people in attendance for each show. Organizers have also provided the mandatory insurance for the event.

Approval Process:

Consent of the City Council

Budget Impact:

None

Regulatory Impact:

None

History:

N/A

Analysis:

N/A

Conclusion:

Twin Falls Police Department Staff and several relevant City Staff members have reviewed this application request as presented. Staff recommends that the City Council approve the Special Event Application based on the information provided.

Attachments:

None



Date: Monday, July 2, 2018
To: Honorable Mayor and City Council
From: Amy Luna, Administrative Assistant, Finance Administrative Assistant

ACTION ITEM

Request:

Request to approve an Alcohol License to serve beer and wine on property located at 1309 Blue Lakes Boulevard North. c/o Tomato's Italian Grill

Time Estimate:

5 min

Background:

Application to serve on premise beer and wine.

Approval Process:

Staff has reviewed and approved application.

Budget Impact:

N/A

Regulatory Impact:

City and State Code Compliant

History:

N/A

Analysis:

N/A

Conclusion:

Staff recommends approval of the license.

Attachments:

1. Tomato's Italian Grill



City of Twin Falls
103 Main Avenue East
P.O. Box 1907
Twin Falls, Idaho 83303

Print Form

Alcohol License

Please attach a copy of your state license

Business Name: JES ENTERPRISES LLC State License # 2T-24163
Doing Business As: TOMATO'S ITALIAN GRILL
Physical Address: 1309 BLUE LAKES BLVD N City, State, Zip TWIN FALLS, ID 83301
Legal Description of Place of Business: 6/29/18 JS PARCELS 40. RPT 00197041820A
Mailing Address: 3636 N 3600 E City, State, Zip: KIMBERLY, ID 83341
Contact Person: JESSE SUTHERLAND Phone # 208.490.0202

Beer:	Bottled for consumption off the premises only	(\$ 50.00)	☐
	Bottled for consumption on premises	(\$150.00)	☐
	Bottled for Draught for consumption on premises	(\$200.00)	☒
Wine:	Retailed Sales for consumption off premises only	(\$200.00)	☐
	Wine by the Drink for consumption on premises only	(\$200.00)	☒
Liquor:	Liquor license & fees cover wine license and fees	(\$562.50)	☐

License expires June 30th

Total Fee \$ 400.00

Applicant is an: Individual ☒ Partnership ☐ Corporation ☐

If a partnership, name all partners:

Name: _____

Name: _____

Name: _____

If a corporation or association, name all officers:

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Date of incorporation or organization: 9/2007 Place of incorporation or organization: _____

Principal place of business in Idaho: _____

Owner of premises: JESSE SUTHERLAND

Name of person who will manage business of selling beer at retail: JESSE SUTHERLAND

(If a partnership, all partners must sign)

Signature of applicant Jesse Sutherland

Name: JESSE SUTHERLAND

Birth date: 10/21/69

Signature of applicant _____

Name: _____

Birth date: _____

Signature of applicant _____

Name: _____

Birth date: _____

Signature of applicant _____

Name: _____

Birth date: _____

Subscribed and sworn to before me this _____ day of _____, 20 _____.

Notary Public for Idaho

Residing at: _____

Notary Expiration Date: _____

For Questions call 208-735-7245 [Click here for the City Code \(Title 3 then Chapter 7,8, & 9\)](#)

Return completed form to: Deputy City Clerk, City of Twin Falls, 103 Main Ave. East, Twin Falls, ID 83301

CITY STAFF USE ONLY:

Approvals:

Planning and Zoning:

Yes

☒

No

☐

Comments:

CLOSEST RESIDENTIALLY ZONED PROPERTY IS ~480'

[Signature]

Police Department:

Yes

☒

No

☐

Comments:

[Signature]

City Clerk:

Yes

☒

No

☐

Comments:

Loris Race

State of Idaho

Cycle Tracking Number: 103409

Idaho State Police

Premise Number: 2T-24163

Retail Alcohol Beverage License

License Year: 2019

License Number: 24163

This is to certify, that **JES Enterprises LLC**
doing business as: **Tomato's Italian Grill**

is licensed to sell alcoholic beverages as stated below at:
1309 Blue Lakes Blvd N, Twin Falls, Twin Falls County

Acceptance of a license by a retailer shall constitute knowledge of and agreement to operate by and in accordance to the Alcohol Beverage Code, Title 23. Only the licensee herein specified shall use this license.

County and city licenses are also required in order to operate.

Liquor	No
Beer	Yes <u>\$50.00</u>
On-premise consumption	Yes <u>\$0.00</u>
Kegs to go	No
Restaurant	Yes <u>\$0.00</u>
Wine by the bottle	Yes <u>\$100.00</u>
Wine by the glass	Yes <u>\$100.00</u>
Multipurpose arena	No
Growlers	No

TOTAL FEE: \$250.00

Signature of Licensee, Corporate Officer, LLC Member or Partner

JES ENTERPRISES LLC
TOMATO'S ITALIAN GRILL
3636 N 3600 E
KIMBERLY, ID 83341

Mailing Address

License Valid: 07/01/2018 - 06/30/2019

Expires: **06/30/2019**

Handwritten signature

Director of Idaho State Police





Date: Monday, July 2, 2018
To: Honorable Mayor and City Council
From: Brian Pike, Deputy City Manager

ACTION ITEM

Request:

Request to waive park fee for Purple Heart Day ceremony in City Park.

Time Estimate:

6 Minutes

Background:

Purple Heart Day is an observance that commemorates the creation of the Purple Heart Medal in 1782. The holiday also encourages people to pay their respects to fallen soldiers, to listen to the stories of soldiers and veterans, and to thank them for their service to the nation.

Tami Billman was instrumental in the City of Twin Falls becoming a Purple Heart City and would like to celebrate Purple Heart Day on August 7, 2018, at City Park. She is asking the Council to waive the park fee for the event.

Approval Process:

Council approval.

Budget Impact:

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

Tami Billman is requesting the Council to waive the park fee for the event.

Attachments:

None

Southern Idaho Tourism

Our Mission:

Develop and promote tourism and recreation in Southern Idaho – striking the balance between economic development and our natural resources.

- *Market the region to draw visitors to stay, play and experience the region, create demand within our hospitality industry.*
- *Develop travel and tourism services and products to create jobs, strengthen and sustain our tourism economy*
- *Provide customer service training programs to assure a quality visitor experience and business success.*

All about Tourism in Region IV

- Tourism is the 5th largest industry in our region
- Lodging collections are up 17.4% in the region
 - Largest increase in the state – Region 6 follows at 15.1%
- \$61.7 million in wages is generated by the hospitality industry
- 11.5 % of our non-farm workforce is employed in hospitality related professions
- \$20.7 million is indirectly impacted by the direct payroll (1.34x)
- An additional 18,073 jobs are indirectly created by the direct (1.27x)

All about Tourism in Twin Falls County

- FY 2016 Lodging collections for the region \$827,712
- Twin Falls County largest collecting county in the region
 - \$26,937,404 for CY 2016
- SIT Winter Campaigns
 - Top 10 Winter Escapes in Southern Idaho –6,000 leads in past 60 days
 - Digital Ad Word Campaigns – target keywords around winter activities; especially promoting South Hills & Magic Mountain.
 - TripAdvisor Ads –Snowmobiling, Snowshoeing, Cross Country Skiing, Tubing
- SIT Spring/Summer Campaigns
 - Banner Water Flows – Shoshone Falls, Thousand Springs & More – 100 Pass Giveaway
 - National Park Campaign ‘Don’t Rush to Yellowstone, Southern Idaho has 4 of Idaho’s 6 National Park Properties’ – Tap into heavy traffic to Yellowstone
 - Billboard Campaigns – 18 placements along I84. Waterfall, canyon/bridge, water recreation, biking, lifestyle/downtown focus.
 - Open Water, Boating, Kayaking & SUP – Northern Utah, Boise and Eastern Idaho Markets
 - Eclipse Tours – Internationally promoted with Visit Idaho
 - AAA Guide, AAA Via, Horizon Air, Sunset Magazine, Roadster, Interfuse, Madden Media, Pandora and 18 Billboards – State sponsored content
- FY 17 Grant:
 - Regional Trail Branding & Mapping
 - Local Social Media Manager – proposing the ability to post directly to city’s & county’s social
- Installing directional signage along Highway 30 – Thousand Springs Scenic Byway

AUTHENTIC IDAHO

VisitSouthIdaho.com or call 1 (800) 255-8946

2015 Neilsen Point Place, Twin Falls, ID 83301

 /SouthernIdaho  @VisitSouthIdaho



Southern Idaho Tourism works closely with partners in the region, Chambers of Commerce, SIEDO, private and public entities to accomplish our mission. We utilize funding from the Idaho Regional Travel and Convention Grant Program to implement our programs and services. The current grant utilized to market the area is \$310,608.00 with a cash match requirement of \$38,826.

Southern Idaho Executive Committee

Stephen Kaatz – Chair

Dan Olmstead – Vice-Chair

Gary Warr – Treasurer

Kellee Traughber – Past Chair

Directors:

- Stephen Kaatz – Buhl Economic Council
- Kellee Traughber - Safari Hospitality Group
- Mark Bolduc, Hagerman Valley Chamber of Commerce
- Kyle Tarbet– Twin Falls Area Chamber of Commerce
- Wendy Davis, City of Twin Falls Parks & Recreation
- Kyla Sawyer, Mini-Cassia Chamber of Commerce
- Don Hall, Twin Falls County Commissioner
- Kathleen Hite, Jerome Chamber of Commerce
- Kathy Mennenga, Camas County/Fairfield Chamber of Commerce
- Gary Warr, Jerome Recreation District
- Jim Olson, Thousand Springs Scenic Byway Committee
- Dr. Terry Patterson, College of Southern Idaho
- Payson Reese, Lincoln County Chamber of Commerce
- Dan Olmstead, Idaho Power
- Debra Magee, First Federal Savings
- Don Gill, Gooding Pro Rodeo
- David Nebeker, Fairfield Inn & Suites
- Julie Thomas, Sawtooth National Forest
- Wallace Keck, City of Rocks National Monument/Castle Rocks State Park
- Judy Geniac, Hagerman Fossil Bed/Minidoka National Historic Site
- Toby Boudreaux, Idaho Fish and Game
- Shawn Barigar, Idaho Travel Council Region IV - *ex-officio*

Executive Director:

Melissa Barry

2015 Neilsen Point Place, Suite 200

Twin Falls, ID 83303-5155

208 732-5569

mbarry@visitsouthidaho.com

AUTHENTIC IDAHO

VisitSouthIdaho.com or call 1 (800) 255-8946

2015 Neilsen Point Place, Twin Falls, ID 83301

 /SouthernIdaho  @VisitSouthIdaho

Region IV Business Travel Survey
October 25, 2017

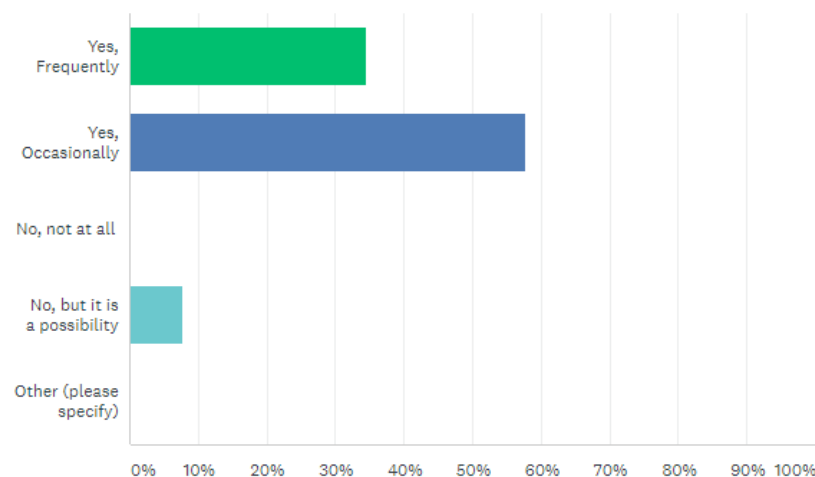
Purpose: To gauge current business travel in the valley with the goal to help analyze the area's current offerings and travel efficiency. Ultimately, directing growth and industry services

Delivery: Digitally through Chambers of Commerce member lists, newsletters, and economic development organization lists and newsletters.

Result: 26 completed surveys, over a 3 week period. The businesses that responded to the survey represent over 500 annual travelers with a majority staying in traditional lodging facilities (hotel/motel). These travelers arrived primarily by air transport, with a slight majority utilizing the Twin Falls Airport. The area's associated amenities received average markings with the exception of a few airport amenities and outdoor recreation. Additional review is provided below.

Does your company host business travelers (clients, sales reps, off-site employees, other)?

Answered: 26 Skipped: 0

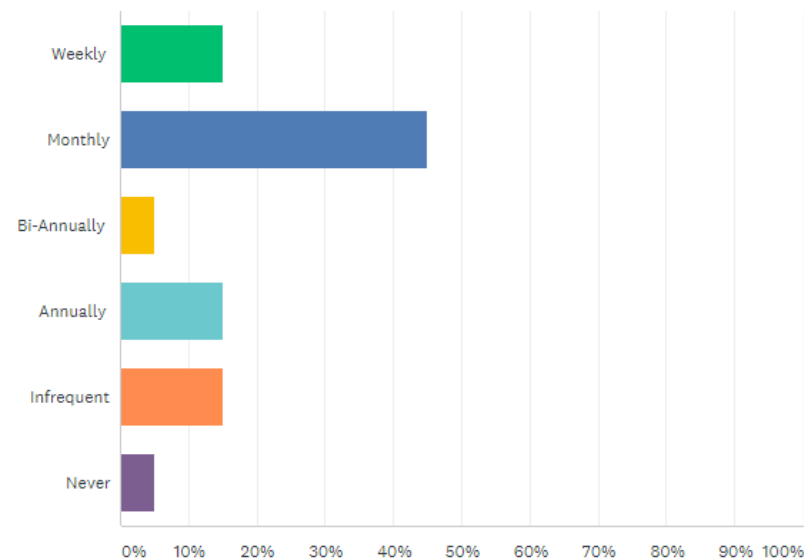


ANSWER CHOICES	RESPONSES	
▼ Yes, Frequently	34.62%	9
▼ Yes, Occasionally	57.69%	15
▼ No, not at all	0.00%	0
▼ No, but it is a possibility	7.69%	2
▼ Other (please specify)	0.00%	0
TOTAL		26

Most respondents indicated that they did host business travelers. Two responses were collected that said there would be potential for business travel growth in the future.

If yes, how often does your company host business travelers?

Answered: 20 Skipped: 6



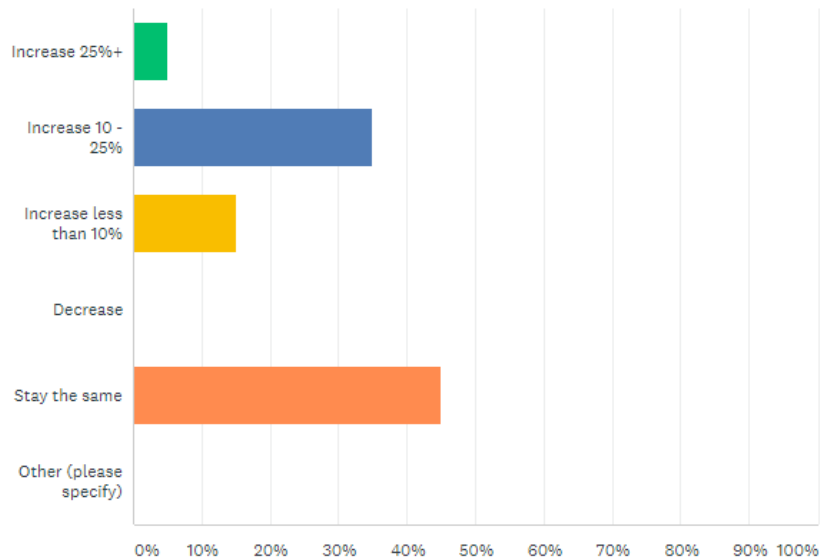
ANSWER CHOICES	RESPONSES
Weekly	15.00% 3
Monthly	45.00% 9
Bi-Annually	5.00% 1
Annually	15.00% 3
Infrequent	15.00% 3
Never	5.00% 1
TOTAL	20

Comments (12)

Just over 50% of businesses surveyed indicated they host business travelers at least once a month. The remaining 35% were annually, bi-annually or infrequent. Respondents were also asked to specify how many travelers they host annually. Only 12 responses were collected, comments were: 12, 120, 24, 5, 25, 4-10, 15, varies, 1, 20-50, >150, 25-30. This represents almost 450 travelers to the Southern Idaho region.

At what rate do you see your company's business travel needs changing in the next 5 years?

Answered: 20 Skipped: 6

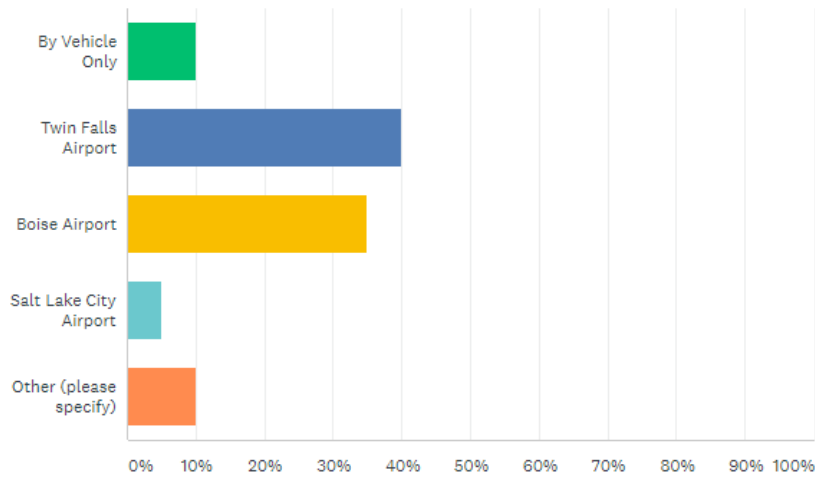


ANSWER CHOICES	RESPONSES	
▼ Increase 25%+	5.00%	1
▼ Increase 10 - 25%	35.00%	7
▼ Increase less than 10%	15.00%	3
▼ Decrease	0.00%	0
▼ Stay the same	45.00%	9
▼ Other (please specify)	Responses 0.00%	0
TOTAL		20

Over 50% of the businesses surveyed see their business travel needs increasing in the next 5 years. 29% of those project an increase of over 10%. None of the business saw their travel needs decreasing.

How do your guests typically travel?

Answered: 20 Skipped: 6



ANSWER CHOICES	RESPONSES	
By Vehicle Only	10.00%	2
Twin Falls Airport	40.00%	8
Boise Airport	35.00%	7
Salt Lake City Airport	5.00%	1
Other (please specify)	10.00%	2
TOTAL		20

80% of business travelers utilize air services for their travel. The Twin Falls Airport was the primary travel option with 40% of travelers utilizing their services over the Boise Airport (35%) or SLC (5%) airports. However, one of the largest reporters of business travel, quoted at '>150', utilize the Boise Airport as their typical provider. Other responses included: all of the above & varies.

If your travelers utilize the Twin Falls Airport, how would you rate the following services (5 extremely satisfied, 1 extremely dissatisfied)?

Answered: 12 Skipped: 12

	1	2	3	4	5	TOTAL RESPONDENTS
Frequency of Flights	0.00% 0	15.38% 2	61.54% 8	7.69% 1	15.38% 2	13
Destinations provided through Salt Lake City	7.14% 1	7.14% 1	28.57% 4	42.86% 6	14.29% 2	14
Check In & Departure Process	0.00% 0	0.00% 0	0.00% 0	42.86% 6	57.14% 8	14
Arrival & Pick Up Process	0.00% 0	0.00% 0	7.14% 1	35.71% 5	57.14% 8	14
Airport Amenities	0.00% 0	7.14% 1	35.71% 5	35.71% 5	21.43% 3	14
Parking	0.00% 0	0.00% 0	0.00% 0	28.57% 4	71.43% 10	14
Convenience	0.00% 0	0.00% 0	7.14% 1	28.57% 4	64.29% 9	14

[Comments \(8\)](#)

The weighted averages for the categories, from top to bottom, are as follows: 3.2, 3.5, 4.57, 4.5, 3.7, 4.7, 4.57. With an overall score of 4.1, those that utilize the Twin Falls Airport are quite satisfied with the offerings and amenities they provide. The two lowest scores were in frequency of flights and destinations provided through SLC. Airport amenities scored the next lowest with a 3.7.

Additionally, respondents were asked which hub they would like to see added to destination offerings. 8 comments were collected and included: Chicago, Dallas, Atlanta, LAX, Atlanta, Denver, Chicago, quicker flights east, Denver, Denver, Boise, Chicago & Denver.

Where do your guests typically spend the night? Mark all that apply.

Answered: 18 Skipped: 6

	BURLEY	GOODING	JEROME	RUPERT	HAGERMAN	TWIN FALLS	OTHER SOUTHERN IDAHO COMMUNITY	TOTAL RESPONDENTS
Hotel/Motel	15.00% 3	0.00% 0	5.00% 1	0.00% 0	0.00% 0	95.00% 19	0.00% 0	20
RV Campground	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1
House or Vacation Rental	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1
Friends/Family	0.00% 0	0.00% 0	50.00% 1	0.00% 0	0.00% 0	100.00% 2	0.00% 0	2
None	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0

82% of respondents host their overnight travelers in hotels and motels. Additionally, those that stayed in smaller communities showed higher rates of utilizing other types of accommodations.

If your guests stay in overnight accommodations, how would you rate the following service (5 extremely satisfied, 1 extremely dissatisfied)? Mark all that apply.

Answered: 17 Skipped: 7

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Corporate Rates	5.56% 1	5.56% 1	33.33% 6	33.33% 6	22.22% 4	18	3.61
Corporate or Loyalty Perks	0.00% 0	6.25% 1	37.50% 6	37.50% 6	18.75% 3	16	3.69
Customer Service or Sales Relationship	0.00% 0	11.76% 2	29.41% 5	29.41% 5	29.41% 5	17	3.76
Meeting Facilities	0.00% 0	22.22% 4	50.00% 9	16.67% 3	11.11% 2	18	3.17
Dining	0.00% 0	5.56% 1	38.89% 7	33.33% 6	22.22% 4	18	3.72
Entertainment	0.00% 0	35.29% 6	47.06% 8	11.76% 2	5.88% 1	17	2.88
Outdoor Activities	0.00% 0	5.88% 1	17.65% 3	29.41% 5	47.06% 8	17	4.18

Comments (0)

The hospitality industry received an overall rating of 3.57. The highest score was a 4.18, with 76.5% of respondents ranking outdoor recreation 4 and above. Conversely, entertainment received the lowest marks of 2.88 with almost 45% of respondents ranking it 3 and below. Sales and Customer service received the next highest score of 3.76, followed closely by dining, rates and perks.

Does your company host conferences or events and if so, which area best fits your needs? Mark all that apply.

Answered: 14 Skipped: 10

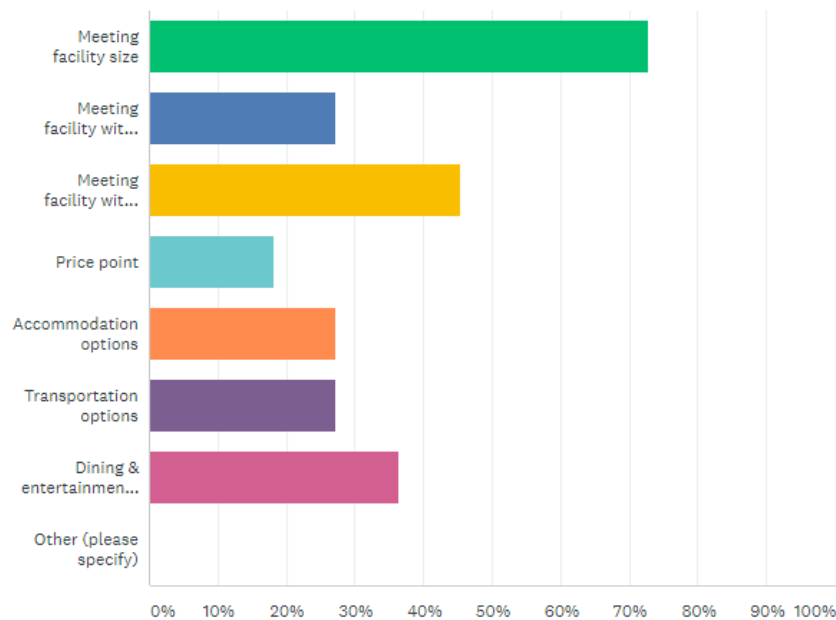
	BURLEY	GOODING	JEROME	RUPERT	TWIN FALLS	HAGERMAN	OTHER SOUTH CENTRAL IDAHO COMMUNITY	NOT IN SOUTH CENTRAL IDAHO	TOTAL RESPONDENTS
Yes	6.25% 1	0.00% 0	6.25% 1	0.00% 0	93.75% 15	0.00% 0	6.25% 1	6.25% 1	16

[Comments \(3\)](#)

Twin Falls, Burley, Jerome and other received indications their areas would be ideal for conferences. Additional comments are: Not a large enough facility space here, don't host events & we are a small location.

If yes, but you host them elsewhere, what changes would you need to see to consider moving them to the Magic Valley? Mark all that apply.

Answered: 11 Skipped: 15



ANSWER CHOICES	RESPONSES	
Meeting facility size	72.73%	8
Meeting facility with attached hotel	27.27%	3
Meeting facility with breakout rooms	45.45%	5
Price point	18.18%	2
Accommodation options	27.27%	3
Transportation options	27.27%	3
Dining & entertainment options	36.36%	4
Other (please specify)	Responses 0.00%	0
Total Respondents: 11		

The majority of respondents indicated that facility size would need to change before they could host conferences in the region. Meeting facility with breakout rooms and dining & entertainment options were marked respectively as needed changes. Additionally, price point received the least amount of markings with only 18% requesting a change.

What additional resources could be provided to assist with your company's business travel needs? (Property inventory, loyalty programs, group buys, transportation options, meeting facilities options, etc)

Answered: 1 Skipped: 23

One respondent wrote: Transportation drivers to Boise and SLC so people can work instead of drive

Conclusion: 40% of those surveyed see their business travel needs expanding by over 10% in the next three years. Additionally, 73% marked that size of conference facility is already a needed change for considering to bring additional conferences to Region IV. Based on this survey, a conclusion can be made that current and long term growth is restricted by the lack of adequate facilities. Additionally, the report shows entertainment (ranking at a 2.8) is one of Region IV's biggest weaknesses for business travel and over a third of respondents marked it as a change needed to bring conferences to the area.

Recommendations & Observations: Region IV lodging facilities depend on the business traveler for shoulder season and weekday occupancy. It is one of the most important sectors to the hospitality industry.

The businesses that responded to the survey are representative of over 500 travelers annually. The frequency in which these businesses host travelers is very high and indicative of the large companies present in the region. 60% of the businesses reported hosting travelers at least once a month. It is possible the remaining 35% will increase their frequency as their business grows, but we believe this is an important benchmark for the area. Region IV should maintain this rate or build on the frequency of current business travel. It is the most cost effective way to increase revenue.

One of the most positive, but not surprising, takeaways is the projected increase. Over 50% see their travel needs increasing in the next 5 years, with 30% seeing it increase more than 10%. It is important to note that none of the businesses surveyed saw their travel needs decreasing. This indicates the value of face to face meetings and marginalizes concerns that technology might replace the need for work related trips.

The survey also showed that the preferred method of travel is by air. The Twin Falls Airport showed a narrow majority with 40% selecting them as their primary over the Boise Airport 35% for their needs. There was a high level of satisfaction from those that utilized the Twin Falls Airport. A concentrated effort from the Twin Falls Airport should be made to capture an even stronger majority of business travel in the valley. This is their primary client and essential to planning for growth.

The overnight lodging question showed that most businesses host their travelers in hotels and motels. The hospitality industry reported fairly average ratings when dealing with local business contacts. Additionally, Region IV was ranked very low for entertainment, but highest for outdoor recreation. The second lowest score was given to meeting facilities.

The last section of the survey addressed the conference and meetings needs of Region IV's businesses. When asked what changes need to be made, meeting facility size was marked most frequently. Meeting space with breakout rooms and dining/entertainment followed close behind. The low markings for price point indicate it is not an issue with the majority of businesses in our area. Conversely, the region sees affordability as a strength and something to use to attract new conferences to the area.

It is our recommendation that a strategic plan be developed to engage with the businesses in the area and propose solutions to their business travel needs. The survey was step one in identifying our current market, strengths and weaknesses.

At the top of the list, businesses engaged in client travel and the hospitality industry should support a feasibility study for a larger convention center with breakout rooms. There is an evident need, but more research needs to be done on the viability of a center. In the short term, more information should be supplied on the current convention center offerings Region IV provides.

There were several strengths identified by the survey that could be utilized in future campaigns and in communication efforts with planners. Affordability and favorable airport features give Southern Idaho an advantage for attracting internal and external business travelers. Focus should be made on the top rated benefits (outdoor recreation, convenience and parking) and find work arounds for the items marked lowest. Partnerships should be organized to help find perks and overcome possible hurdles.

For the airport it might be publicizing the threshold for attracting a new airline or getting additional flight options. Campaign and goals should be created with the end user in mind. Bring more awareness to the local airport's offerings, its level of satisfaction and transparency to the true price difference of flying out of the area (mileage, rentals, parking, etc). Reestablish how local dollars help fund expansion and future flights. Give the businesses ownership in their own needs.

Southern Idaho hospitality partners should also put together a plan for providing better client relationships. As an industry it would be an important benchmark to remain above a 4.0. The management and sales staff should reach out to the businesses and address some of the low marks. Additionally, the hospitality industry should evaluate the marks in entertainment options. Meeting planners may not have the time or resources to gather information. Key partnerships could be formed with CSI, MVAC, Cactus Pete's, Canyon Crest and other private businesses to offer calendars or 'menus' of things to do with clients. It may also be important to leverage outdoor recreation as Region IV's primary form of entertainment.

Overall, Southern Idaho performed well for its market size and available resources. The next step may be to create a business travel task force made up of several key businesses, hospitality providers and airport staff to tackle a few of these projects. From there, the biggest challenges will be in taking the next steps towards a large conference center and growth at the Twin Falls Airport.



Date: Monday, July 2, 2018
To: Honorable Mayor and City Council
From: Brian Pike, Deputy City Manager, Courtney Cunningham, Animal Control, Sean Standley, Code Enforcement Officer

Discussion

Request:

Discussion on Animal Control.

Time Estimate:

15 Minutes

Background:

As directed by the Council, a general discussion concerning animal control issues, specifically related to “vicious dogs” and dog bites. The discussion will include a review of City Code Chapter Four (Dogs and Cats) and input from city staff on policies and procedures related to these issues.

Approval Process:

No action required

Budget Impact:

N/A

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

N/A

Attachments:

None