



Twin Falls Economic Development Ready Team Agenda

Monday, July 9, 2018, 3:30 PM

203 Main Avenue East- Twin Falls, Idaho

Special Meeting Notice for the

Ready Team and City Council

A quorum of the City Council may be in attendance.

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
 - a) Request to approve the May 14, 2018, Ready Team minutes.
Purpose: **ACTION ITEM** By: Leila A. Sanchez, Recording Secretary
- 3) Items of Consideration
 - a) Discussion of the Twin Falls Comprehensive Economic Development Plan including workforce development and housing strategies.
Purpose: **Discussion** By: Nathan Murray, Economic Development Director
 - b) Discussion of potential industrial office park areas as related to urban renewal boundaries.
Purpose: **Discussion** By: Nathan Murray, Economic Development Director
- 4) Adjournment

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.



Twin Falls Economic Development Ready Team Agenda

Monday, May 14, 2018, 3:30 PM

City Hall

203 Main Avenue East- Twin Falls, Idaho

MINUTES

Staff Present:
Travis Rothweiler
Nathan Murray
Leila A. Sanchez

Members Present:
Cindy Bond
Connie Stopher
Jody Tremblay
Lisa Buddecke
Don Hall

Council Present:
Shawn Barigar
Ruth Pierce

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
- a) Request to approve the Tuesday, February 2, 2018, Economic Development Ready Team Minutes.

Purpose: ACTION ITEM By: Leila A. Sanchez, Recording Secretary

- 3) Items of Consideration
- a) Downtown Revitalization Efforts

Purpose: Discussion By: Nathan Murray, Economic Development Director

Nathan reported on the SIEDO Strategic Planning Session held in April with David Alexander.

Nathan then showed a picture of Boise's downtown Grove Plaza from 1984 and compared it to the Grove Plaza today which is dramatically more vibrant. This was a reminder of how the work we are doing now will have a changing, impactful effect on the Twin Falls of the future.

The Twin Falls Strategic Plan document allows the community a method for connecting immediate decisions with the long-term vision for better decision-making.

Nathan then guided the team through a discussion of long-term goals in relation to the proposed 2018-19 budget for Economic Development.

The Prosperous Community (PC) goals, initiatives and objectives related to Economic Development are as follows:

Goal PC1: Create and implement a comprehensive economic development plan.

Initiative PC1.1: Create a process for community input supporting the development of the economic development plan.

Objective PC1.1.1: The City will develop a stand-alone digital platform for economic development initiatives.

Objective PC1.1.2: The City will support ongoing maintenance of digital platforms to ensure up-to-date information.

Objective PC1.1.3: The City will provide resources to conduct effective business and retention and expansion activities.

Initiative PC1.2: Create and implement a housing action plan.

Objective PC1.2.1: The City will survey local associations to establish baseline assessment for existing inventory.

Objective PC1.2.2: The City will meet with key employers to discuss anticipated needs.

Objective PC1.2.3: The City will collaborate with regional service providers to develop a written strategy.

Initiative PC1.3: Create and implement a workforce development plan.

Objective PC1.3.1: The City will leverage state and federal resources to implement the correct programs locally.

Objective PC1.3.2: The City will connect local education resources to meet industry needs.

Objective PC1.3.3: The City will partner with businesses and organizations to promote talent attraction to Twin Falls.

Objective PC1.3.4: The City will explore mechanisms to enhance planned agricultural research centers to include business and entrepreneurship.

Goal PC2: Revitalize the downtown

Initiative PC2.1: The City will provide leadership in the creation of partnership for revitalizing downtown.

Objective PC2.1.2: The City will create forums in which the downtown business community can come together to plan and coordinate with one another.

Objective PC2.1.3: The City will continue to support events which activate and enliven downtown.

Goal PC3: Provide public services that support travel and tourism.

Initiative PC3.1: The City will seek opportunities for air service improvements and economic development opportunities associated with the airport.

Objective PC3.1.1: The City will expand utilities to support economic development around the airport.

Initiative PC3.2: Use tourism as a tool for Economic Development

Objective PC3.2.1: The City will develop a strategy to create a community event space to support the region.

Objective PC3.2.2: The City will develop a strategy for the future use of parks and public spaces for the attraction of tourists.

Objective PC3.2.3: The City will support community partners who host sporting contests and other community events that promote Twin Falls.

Team discussion:

- How to make the Strategic Plan Focus Area 6-Prosperous Community (PC) goals, initiatives and objectives a more active document.
- Plans for creating a stand-alone, economic development website for marketing and promotions.
- Invitation of other key community members to the Ready Team meetings.
- Advocating the upkeep and improvement of vacant downtown buildings by private property owners.
- The feasibility of a convention/event center downtown.
- Possible modification of the Special Event Ordinance allowing for events on the same day throughout the City.
- Upcoming events:
 - Crazy Daze- June 2nd
 - Opening of the Downtown Commons – July 6
 - CLIF Twin Falls Old Town Criterion – July 7
 - Farmer's Market (application under review)
 - Studio G – Yoga in plaza (under discussion)
 - Ideas for future events: Kite festival, musical festival
- Difficulty in maintaining a master event calendar.

Travis explained that the City of Twin Falls is unable to sponsor all ideas for events but can assist other ways. The CLIF Twin Falls Old Town Criterion was created in a joint effort by City of Twin Falls, Cycle Therapy and Clif Bar.

Shawn Barigar explained The Chamber of Commerce conducted a feasibility study to determine the needs of a convention center.

Other discussion:

The absorption of Southern Idaho Rural Development (SIRD) by Southern Idaho Economic Development (SIEDO) for the creation of a rural economic development efforts under the SIEDO umbrella.

4) Adjournment at 4:25 p.m.

Leila A. Sanchez

Recording Secretary