



MINUTES
PUBLIC MEETING
Archway Project
Ad Hoc Citizens Advisory Committee
April 21, 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:

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

Facilitator: Kathy Markus

Staff: Mitch Humble, Lisa Strickland, Kelly Weeks

Attendance: Roe, Kapeleris, Anderson, Crane, Boyd, Pierce, Prater

I. CALL MEETING TO ORDER:

Facilitator Markus called the meeting order, due to a lack of quorum at 8:30 am she just proceeded with informational items for discussion.

II. CONSENT CALENDAR:

1. Previous Minutes for Approval **March 31, 2017 Amended & April 07, 2017**
2. Approval/Modification of Agenda

Motion:

Member Kapeleris made a motion to approve the minutes, as presented. Member Roe seconded the motion.

III. ITEMS OF DISCUSSION:

1. Award Presentation – Surprise During Meeting

Facilitator Markus explained that the presentation for the awards was done at the April 3, 2017 and explained that it turned out that Jean Roberts was actually Paula Brown Sinclair.

2. Talking Points Draft 2 Flyer

Member Anderson stated that he has two different quotes and depending which company the committee chooses it could change the form. If the engraving is cut into the brick the 15 characters per line is correct, however if the engraving is done with a laser that number can be changed to 23 characters per line.

3. Brick Pricing – Leonard

- Member Anderson explained there are two companies that he has quotes for regarding the bricks.
 - ❖ Engraved Brick- they are able to laser engrave onto the brick up to 23 character per line up to 3 lines. The company is out of California. The cost is approximately 22-25.00 per brick. He is not sure about a warranty for the laser engraving.

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- ❖ Fund Raiser, Ltd-they are able to engrave onto the brick by cutting the brick and then sealing it so that they can warranty the work for the lifetime of the brick. The company is located in Boise. They have been in business since 1987 and this is the company that was chose for the festival street downtown. The cost is approximately 20-25.00 per brick

- Member Prater explained that he has seen the laser engraved bricks at a memorial and they didn't seem to hold up well.
- Member Roe explained that she would be inclined to pick the Boise company, she would also like to see what colors are being used on the festival street.
- Member Anderson stated he can find out the colors and report back to the committee.
- Facilitator Markus explained that once the committee has a quorum and is able to vote that if they vote to go with the Boise company the flyer would not need to be amended.

4. Committee Member Commitments to fund raising and meeting attendance

Facilitator Markus explained that Member Elbert Davis has decided that because he is not able to attend the meetings he would like to be removed from the committee. Member Hall can't make the meeting but would like to still be part of the committee. Member Sinclair and Member Lytle explained they would not be able to attend the meeting today. She explained she has not heard from any of the other members.

5. Plan of action

Facilitator Markus explained that she has reviewed the fund raising list and has added groups that have displayed a banner over Shoshone Street and she also found out that there are three different rotary groups.

Member Prater volunteered to contact the after-hours rotary group.

Member Anderson asked if there will be a minimal charge for using the sign.

Facilitator Anderson asked if there will be a charge will there be some leeway for the groups that have given donation.

Members Boyd, Cane and Pierce arrived to attend the meeting.

- Deputy City Manager Humble explained that he believes there should be a charge for advertisements and not for public messaging. Setting fees would require a process but a minimal fee, he thinks, would be reasonable. The city did not charge to hang the banner however, the group had to pay for their own banner.
- Member Roe explained that the banners can range from \$600-\$1000 depending on the message and the banner size.
- Deputy City Manager Humble explained fee would be minimal compare to the cost of the banner.
- Member Anderson explained that there looks to be 30 or so people that have posted the banner across Shoshone Street and other groups that would probably want to use this sign more than a banner.
- Facilitator Markus explained to the committee that Deputy City Manager Humble has informed the County of the plans for the signed.

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- Deputy City Manager Humble explained that he and Councilperson Pierce went and spoke to the Twin Falls Board of County Commissioners. They did not vote on whether or not to participate but they were willing to move forward with the easement process. The funding support was not as clear, they will have to decide if it is something the County would use. There are 80,000 residents in the county, 50,000 live here in Twin Falls and the other 30,000 are here at least 5 days a week. The messaging to the citizens may be a benefit to them as well as the city residents.
- Member Pierce gave an update on the places that Member Sinclair has sent information to and explained she has worked really hard with the foundations to try and raise money.

Facilitator Markus confirmed there is now a quorum. She asked for a motion to approve the minutes.

A summary of the information provided about the bricks and the flyer were reviewed with the members. After some consideration the committee decided that wanted to use Fund Raise, Ltd.

Motion:

Member Pierce made a motion to approve the flyer. Member Anderson seconded the motion.

Unanimously Approved

Administrative Assistant Strickland can print some of the flyers to bring to the next meeting.

Motion:

Member Roe made a motion to use Fund Raiser, Ltd for the brick orders. Member Prater seconded the motion.

Unanimously Approved

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

Member Pierce asked about the committee's thoughts on having the City and County Logo. She would like to pursue the cost because if they were to match the City contribution it might be a nice gesture to have the County Logo on the sign.

Facilitator Markus stated that we may not need to meet as often but communication needs to be regular on the fund raising efforts. Once a month may be sufficient and the first Friday of the month at 8:30 am may be easiest.

Motion:

Member Boyd made a motion to meet one time a month on the first Friday of the month. Member Pierce seconded the motion.

Unanimously Approved

Member Pierce stated that the members of the committee need to make sure to keep in contact with Facilitator Markus on whom the plan to speak with and if funds have been donated.

V. UPCOMING MEETINGS:

Next public meeting to be scheduled for **May 5, 2017 at 8:30 am.**

VI. ADJOURN MEETING:

Facilitator Markus adjourned the meeting at 9:20 am.

Lisa A Strickland
Administrative Assistant
Planning & Zoning Department

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