

November 7, 2017 - IFDDC Board Meeting held in the Syringa Networks board room (460 Park Avenue, Idaho Falls ID) 8:35am Greg Crockett called the meeting to order.

Those in attendance include: Greg Crockett, Kerry Buetler, Brett MClane, Derick Christensen, Lisa Farris, Kevin Josephson, Tasha Taylor, Jake Durtschi, Angie McCall, Chip Schwarze, Mike Allen, George Morrison, Shanon Taylor, Catherine Smith, Todd Thoulin, Brandi Newton, Kevin Cutler, Antonio Meza

Agenda amended: in compliance with the Idaho Open Meeting Laws, Greg motioned to amend agenda to include a discussion concerning Façade Grants. Shanon Taylor seconds. All vote in favor. Motion passes.

Minutes from October 3, 2017 IFDDC Board Meeting were presented and reviewed. Jake Durtschi moved to approve minutes. Antonio Meza seconds. All vote in favor. Motion passes.

Financial statements were reviewed. It was noted October is the first month of the new fiscal year. Shanon moved to accept the financials. Jake Durtschi seconds. All vote in favor. Motion passes.

Catherine reported Zombie Pub Crawl - October 28th - \$1,080 in sales of \$10 each coupon page. Online sales were handled by EventBrite. Coupons outlets were: BlackRock, Healing Hands, Shaddow Domain. There is interest in decorating the downtown with a Zombie theme next year. There is also interest for another Crawl event after the first of the year.

FallBrew was cancelled due to weather. The weather reports were predicting high winds of 40 mph. Tents cannot be installed with winds over 25mph. We do predict a \$2500-\$3000 loss in income. Board discussed the risk/reward on continuing the Brew events and of how folks spend their time downtown during and after the Brew events. Restaurants and bars benefit with increased business. Catherine suggested a committee form prior to WinterBrew to expand on the discussion.

IFDDC received a \$3900 grant from the Community Support Grant program from the City of Idaho Falls. Catherine presented two options and a vote was taken on the design for the top portion of the Yellowstone sign. The marquee box will also be replaced. A vote was executed and a design was agreed upon. Discussion of lighting the sign and Catherine will follow-up on costs. Discussed an electronic reader board replacing the sign for advertising purposes.

Information packets distributed: the current Bylaws, IRS Designation letter, Management Agreement, Parking Lot lease, and the BID Ordinance adopted in July 2017. Information is also available on the IFDDC website on the Board Members webpage. A draft document of Board Responsibilities was distributed for review with comments to be added and implemented at the next board meeting.

2018 Board Meeting dates approved for submission to the City Clerk. Board meetings will be the first Tuesday of every month, except when a holiday or special circumstance bumps it to the next week.
2018 - Jan 9; Feb 6; March 6; April 3; May 1; June 5; July 10; Aug 7; Sept 4; Oct 2; Nov 6; Dec 4

Lisa Farris: \$79,275 - façade and sign improvements 2017. The historic post office project - paint and awnings repair. \$500 to Idaho Land Properties for a sign (2016 funds). The question has come up of capping applicants of the amount they can request for projects over the years and if roof repair should be included. Consensus was that roofs are not to be part of the façade program. Board agreed that an Ad Hoc Façade Improvement Committee will be formed to discuss the rules and review the criteria for the program. A recommendation will be made from the committee to the board in December.

Greg Crocket adjourned the meeting at 9:45

Our next board meeting will be held December 5, 2017.