



BOARD MEETING MINUTES

WEDNESDAY SEPTEMBER 21, 2011 4:00 P.M.

COEUR D'ALENE PUBLIC LIBRARY COMMUNITY ROOM

1. CALL TO ORDER

Chairman Denny Davis called the LCDC Board meeting to order at 4:02 p.m.

LCDC Board members present: Davis, Elder, Hassell, Patzer, Jordan. LCDC staff present: Berns. LCDC legal counsel present: Quade (Hawley Troxell).

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT

Guests Present: Tom Hasslinger, Major Ben Markham, Terry Cooper, Tina Johnson, Teresa Molitor.

Terry Cooper, CDA Downtown Association (DTA) Manager:

Mr. Cooper thanked the LCDC Board for their continued support of the DTA and downtown CDA, and shared an overview with the Board of the DTA's event marketing program. Downtown CDA is event strong, with the DTA hosting 78 events in the past fiscal year. The DTA has structured a very successful farmers market that occurs downtown every Wednesday afternoon from late spring to early fall. The DTA has 161 flower baskets on Sherman and Lakeside Avenues, with the flower baskets receiving water/nutrients every morning, seven days a week, for the four month flower basket season.

The DTA also employs an "Ambassador" that works four days a week downtown to help visitors and community members with any downtown related issues / questions. The Ambassador is the eyes and ears on the street for the DTA. The DTA also spends a lot of time cleaning the downtown sidewalks due to the high intensity of use of the downtown area by local patrons. Mr. Cooper shared that this past summer season has been very busy, with downtown street level lease space remaining very strong on Sherman and Lakeside Avenues.

- Commissioner Elder commented that he feels Mr. Cooper and the DTA is doing a fantastic job, sharing that the flower baskets are beautiful.

Commissioner Elder asked how much do the DTA members contribute financially towards the flower basket program?

- Mr. Cooper shared that the total cost of the flower basket program is around \$15,000 per year. \$10,000 of that amount is comprised of donations, with about 85% of the donated funds coming from DTA members.
- Commissioners Jordan and Hassell shared that they both receive a lot of wonderful feedback regarding the downtown flower baskets.
- Commissioner Davis asked about the current level of lease/business turnover in the downtown?
 - Mr. Cooper shared that space on Sherman Avenue turns over occasionally but does not stay vacant long. The side streets off of Sherman take longer to lease once a vacancy occurs. The DTA's façade program is helping to recruit businesses to the side streets by working with property owners to enhance the aesthetics and functionality of their properties. Attracting and retaining tenants for the small professional office space is the biggest challenge faced right now by the DTA. Retail stores and restaurants are doing great.
- Commissioner Davis asked Mr. Cooper to share with the viewing audience how the DTA is funded.
 - Mr. Cooper shared that the primary funding source for the DTA is the Business Improvement District (BID) assessment. 250 BID members are assessed annually based upon location, type of business and square footage occupied. This BID assessment contributes approximately \$60,000 to the DTA. The DTA also has a contract with the City of CDA which generates funding to the DTA based on performance re. negotiated DTA responsibilities (e.g. sidewalk cleaning and maintenance, tree maintenance, sidewalk snow removal, maintaining downtown vitality through events). The DTA also receives revenues generated by their events and benefits from the event program grant provided by the LCDC.

Major Ben Markham, CDA Kroc Community Center:

Major Markham thanked the LCDC Board for their continued support of the CDA Kroc Community Center. Major Markham shared that the Kroc Center currently has around 15,000 members, a slight drop from earlier this year. This current membership level still eclipses the original projected membership estimate for the Kroc Center which was around 5,000. Major Markham shared that 24% of the 15,000 members are on scholarship; the scholarship program provides a financial subsidy to these members making the Kroc Center more accessible to the entire community.

Major Markham also shared that they are completing a new parking structure addition that was needed to accommodate all of the Center's members, as well as visiting guests who attend the numerous events and meetings held at the Center. The new 142 space parking structure is being financed through an internal Salvation Army grant.

- Commissioner Davis commented that the community benefits greatly from the swimming programs/venues offered at the Kroc Center. Commissioner Davis thanked the Kroc leadership team for including this element in the Center's design.
- Commissioner Elder commended the Kroc leadership team for implementing the scholarship program; stating that this type of program really helps make this type of community center available to the whole community. Commissioner Elder also shared that the Kroc Center summer camp programs are well designed and led by excellent staff.
- Commissioner Jordan asked how many Kroc Centers exist?
 - Major Markham shared that there are 31 Centers on the design / construction list. At this time, 19 are up and running. The City of CDA is the smallest city in the country to have a Kroc Center, and the CDA Kroc Center is the Center that all other Kroc Centers benchmark as they begin their programs.

4. APPROVAL OF MINUTES

- August 17, 2011 Board Meeting Minutes
- August 25, 2011 Special Call Meeting Minutes

Motion by Commissioner Elder, seconded by Commissioner Patzer to approve the August 17, 2011 Board Meeting Minutes. Motion carried.

Motion by Commissioner Patzer, seconded by Commissioner Hassell to approve the August 25, 2011 Special Call Meeting Minutes. Motion carried.

5. COMMITTEE REPORTS

❖ **Education Corridor ad hoc Committee: Commissioner Scott Hoskins.**

LCDC Executive Director Berns, in Commissioner Hoskins' stead, shared that Phase 1A of the Education Corridor infrastructure project is progressing on schedule, with the completion of the new Hubbard Avenue / NW Boulevard traffic signal expected within two weeks. North Idaho College is continuing communication efforts with stakeholders by sending out timely emails re. various aspects of the construction project.

- Commissioner Patzer asked when the BNSF railroad tracks will be removed?
 - Ex. Director Berns shared that BNSF has let a salvage contract for the rail and tie removal, with the completion of the salvage contract scheduled for the end of this calendar year.

❖ **Finance Committee – Commissioner Rod Colwell**

Lake & River District Monthly Financials

Lake & River District Payables

LCDC Executive Director Berns, in Commissioner Colwell's stead, reviewed and discussed the August Lake and River District financial files, and the August/September account payables sheet, with the Board.

Commissioner Patzer asked Ex. Director Berns to share an overview of the invoicing approval process for the MDM Construction invoices associated with Phase 1A of the Education Corridor project. Ex. Director Berns shared such an invoice approval process summary with the Board and viewing audience.

During his discussion of the ICRMP insurance premium payment on the payables sheet, Executive Director Berns recommended to the Board that LCDC once again decline the additional terrorism insurance protection offered to LCDC by ICRMP. ICRMP is required by law to offer such additional terrorism insurance coverage to its members. John Goedde, of Kuespert Insurance, concurs with this recommendation to decline the additional terrorism insurance coverage that would cost LCDC \$5,000 annually. LCDC currently enjoys coverage re. this matter under ICRMP's \$20 million membership coverage package. The ICRMP insurance premium payable in front of the Board for approval does not include the additional terrorism coverage premium of \$5,000.

Motion by Commissioner Hassell, seconded by Commissioner Patzer, to approve the August financial packets and the August/September accounts payables for the Lake & River Districts as presented, and to also decline ICRMP's offer for additional terrorism insurance coverage.

Motion carried.

Lake District / Washington Trust Bank (WTB) Financing: Update

Executive Director Berns shared that the Lake District WTB financing process is moving forward, with document preparation nearing completion, and closing planned for September 27, 2011.

❖ **Housing Committee – Commissioner Jim Elder**

Housing Committee Chair Jim Elder shared that LCDC is still working with the Idaho Housing & Finance Association (IHFA) on the Midtown mix-use workforce housing initiative. Market conditions are still delaying implementation of the project. Both LCDC and IHFA are hopeful that 2012 will offer the economic conditions suitable for ground breaking on this project.

- Commissioner Jordan asked if the workforce housing units are still planned to be rental units?
 - Commissioner Elder shared that yes, IHFA is still planning to move forward with rental housing units located above street level commercial retail/office space.

❖ **Parking Committee – Commissioner Jim Elder**

Parking Committee Chair Jim Elder, who also serves as a member (and LCDC liaison) on the City's Parking Commission, shared that the City's 2011 summertime revenues generated from the downtown public parking lots were up significantly over the same time period last year. This increase was primarily generated by the increased parking fee structure implemented by the City. Commissioner Elder also reminded the Board that the use of the downtown 3rd street boat ramp has dropped significantly over the past seven years.

- Commissioner Patzer asked if the Parking Commission has received any customer feedback re. the user friendliness of the automatic parking ticket dispensers located in the Independence and Museum public parking lots? Commissioner Patzer shared that his experience with the machines has not been positive, and he has witnessed the frustration of quite a few other parking lot customers re. use of the machines.
 - Commissioner Elder shared that the Parking Commission has not heard any such feedback, and that he would check with Diamond Parking as to the customer feedback they are receiving concerning the machines.

❖ **Communication Committee – Commissioner Dave Patzer**

Communication Committee Chair Dave Patzer commented that he had no committee report to share.

6. EXECUTIVE DIRECTOR'S REPORT

LCDC Executive Director Berns commented that he had no report to share.

7. PUBLIC COMMENT

No public comment was given.

8. ELECTION OF LCDC CHAIRMAN & VICE CHAIRMAN

Motion by Commissioner Patzer that Commissioner Denny Davis be nominated as LCDC Board Chairman, and that Commissioner Jim Elder be nominated as LCDC Vice-Chairman, for fiscal year 2012. Commissioner Hassell seconded the motion. No other nominations were proffered, and no objections to the nomination slate were voiced. Motion carried.

Board members thanked Commissioners Davis and Elder for their hard work on behalf of the LCDC and the community, and for their willingness to once again serve in LCDC leadership positions. Commissioners Davis and Elder thanked their fellow Board members for their support and trust.

9. ADJOURN

Motion by Commissioner Patzer, seconded by Commissioner Jordan to adjourn. Motion carried.

The LCDC Board meeting adjourned at 4:48 p.m. Minutes prepared and submitted by Tony Berns.