



BOARD MEETING MINUTES

WEDNESDAY APRIL 17, 2013 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 4:00 p.m.

LCDC Board members present: Davis, Hoskins, Colwell, Patzer, Jordan, Druffel.

LCDC staff present: Berns. LCDC legal counsel present: Quade (Hawley-Troxell).

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT

Guests Present: Keith Erickson

LCDC Chairman Davis opened the meeting by sharing a few words of condolences regarding the loss of LCDC Vice-Chairman Jim Elder earlier in the week. Commissioner Elder had been fighting cancer for over 4 years, and finally lost the battle. His loss leaves a big hole in the agency, and in the community. Today's CDA Press editorial was spot on the mark in describing the wonderful impact Commissioner Elder had on the community; he touched many lives throughout the community.

Commissioner Patzer shared that Commissioner Elder always joked about the pluses and minuses of a story being featured on the front page of the CDA Press above the fold. Commissioner Elder was honored with such a placement in the paper earlier in the week when the CDA Press printed a well written story on his life and contributions to the community. He will be greatly missed.

4. APPROVAL OF MINUTES

- March 20, 2013 Board Meeting Minutes
- March 28, 2013 LCDC/City Council Workshop Meeting Minutes

Motion by Commissioner Colwell, seconded by Commissioner Hoskins, to approve the March 20, 2013 Board meeting minutes. Motion carried.

Regarding the LCDC/City Council workshop meeting minutes, Commissioner Patzer shared that he felt the Board should only approve the section of the city prepared workshop minutes that dealt with the LCDC/City Council visit (i.e. pages 1 through 6 of the workshop minutes package).

Motion by Commissioner Hoskins, seconded by Commissioner Patzer, to approve pages 1 through 6 of the city prepared March 28, 2013 LCDC/City Council workshop meeting minutes. Motion carried.

5. COMMITTEE REPORTS

❖ Finance Committee – Commissioner Rod Colwell

Lake & River District Monthly Financials

Lake & River District Payables

Finance Committee Chair Rod Colwell reviewed and discussed the March Lake and River District financial statements, and the March / April account payables sheet, with the Board.

Motion by Commissioner Hoskins, seconded by Commissioner Patzer, to approve the March financial statements and the March / April accounts payables for the Lake & River Districts as presented. Motion carried.

Commissioners Patzer and Colwell asked Ex. Director Berns to share an overview of the McEuen Park construction contractor invoice approval process. Ex. Director Berns shared that the construction contractor (ACI for the McEuen Park 2012 project, Contractors Northwest (CNI) for the McEuen Park 2013 project) prepares and signs a payment invoice, then forwards the signed invoice onto Welch-Comer Engineers (project manager for the McEuen Park project) for their review/approval. Welch-Comer then forwards the approved invoice to the City of CDA for department leadership review/approval. City of CDA department leadership then forwards the approved invoice to the LCDC for final approval and payment. Thus, each construction contractor invoice brought forward to the LCDC Board for payment contains four signature approvals.

FY13 Q2 Quarterly Report

Executive Director Berns shared the Fiscal Year 2013 second quarter (FY13 Q2) report with the Board, asking Board members to review the package at their convenience, and to contact him with any questions.

❖ Housing Committee

LCDC Ex. Director Berns shared that he will be meeting in the near future with representatives of The Housing Company and the Idaho Housing & Financing

Association to continue discussions re. a possible mix-use affordable housing initiative in Midtown.

❖ **Parking Committee**

LCDC Ex. Director Berns shared that a “McEuen Park Construction Traffic Route Map & Parking Map” brochure has been developed and is being distributed throughout the downtown area as well as being provided to other interested community stakeholders. The brochure will be distributed in both hard copy and electronic formats.

Ex. Director Berns also shared that the City of CDA is completing site work for a temporary public parking lot adjacent to Memorial Field that will be managed by Diamond Parking. A parking fee schedule has yet to be proposed for the Memorial Field public parking area. Free daily passenger shuttle bus service from the Memorial Field site to the downtown area is still being evaluated.

❖ **Communication Committee – Commissioner Dave Patzer**

Communication Committee Chair Dave Patzer invited LCDC communication consultant Keith Erickson to join the meeting. Mr. Erickson shared that the April LCDC newsletter was being distributed today, and that topics covered in this issue of the newsletter include:

- Commencement of the 2013 McEuen Park reconstruction initiative,
 - Link to the temporary parking/traffic plan brochure
- “4 Corner” area planning effort to begin in near future,
- LCDC board member profile of Commissioner Dave Patzer.

Mr. Erickson shared that the LCDC newsletter has around 450 subscribers at this time. He is constantly looking for outreach opportunities to increase the subscriber base. Word of mouth in the community continues to be a key mechanism for increasing the subscriber base.

Mr. Erickson also shared that the Huckleberries blog tile ad is up and running (started April 1st), sending visitors to a landing page on the LCDC website from which they could visit various items of interest to them, e.g. visit the McEuen Park webcam, visit the McEuen Park webpage, learn more about other LCDC initiatives. The blog tile ad is designed to easily convey updates on the McEuen Park initiative, as well as to further share information to the public re. the LCDC. So far in April, 90 visits have been logged via the tile ad, which is a very good performance metric.

Mr. Erickson also shared that he is placing McEuen Park project updates on the LCDC’s Facebook page in an effort to keep project-related information flowing to the community in a timely fashion.

In closing, Mr. Erickson shared that:

- he and Teree Taylor, LCDC Communication Coordinator, are working to update the content of the LCDC website pages,
- the LCDC website now has links to video tapes of past LCDC Board meetings, and
- a new live McEuen Park webcam location is being considered along the Front Avenue area that will provide better views of the construction project.

LCDC Video: Commissioner Patzer and Mr. Erickson shared that a fourth draft of the long version (i.e. seven minutes) of the LCDC community education video has been reviewed by board members and that the committee appreciated board member feedback. Mr. Erickson reiterated that this video is not a sales tool re. the LCDC, but rather an educational tool for the community describing how LCDC works, and what LCDC is doing to create value in the community.

The committee feels that this final draft of the long version video is ready for release, and plans are to have the longer version of the video broadcast at the May LCDC Board meeting.

Commissioner Jordan shared that numerous people have approached him over the years stating that LCDC needs to find a way to help simplify the LCDC message. He feels this video will help out tremendously on the communication front.

Commissioner Jordan asked if the LCDC has looked at utilizing a blog tile ad on the CDA Press blog site?

- Mr. Erickson shared that he has not evaluated the blog tile ad opportunity at the CDA Press. The CDA Press blog site contains a unique user demographic that seems more antagonistic to CDA community improvement endeavors.
- Commissioner Jordan agreed that the CDA Press blog site does harbor quite a few negative commenters, but that maybe there is an opportunity on the CDA Press blog site to better inform the commenters on the LCDC's contribution to the community.

Commissioner Patzer appreciated the feedback/discussion and shared that the committee will continue to evaluate other communication venues like the CDA Press blog site, as well as possibly local/regional business journals, the Nickels Worth, etc. There might even be an opportunity to reach out to teachers and instructors of civics-related courses at our local educational institutions to see if they might be interested in learning more about economic development and the LCDC.

6. EXECUTIVE DIRECTOR'S REPORT

LCDC Annual Strategic Planning Session

Executive Director Berns shared that the 2013 annual LCDC Board strategic planning session is scheduled for April 25th beginning at 7:30 a.m. at the Kroc Community Center. The public is welcome to attend.

Quarterly Review of Board's Fiscal Year Goals

Ex. Director Berns reviewed the 2nd quarter status of the LCDC Board's fiscal year 2013 tactical goals.

7. BOARD COMMISSIONER COMMENTS

No comments were provided.

8. PUBLIC COMMENT:

No public comment was provided.

9. ADJOURN:

**Motion by Commissioner Jordan, seconded by Commissioner Hoskins, to adjourn.
Motion carried.**

The LCDC Board meeting adjourned at 4:46 p.m. Minutes prepared and submitted by Executive Director Berns.