



BOARD MEETING MINUTES

WEDNESDAY SEPTEMBER 19, 2012 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, Elder, Patzer, Goodlander, Jordan, Hassel.

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

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT

Guests Present: Keith Erickson, Steve Anthony, Eden Irgens

No public comment provided.

4. APPROVAL OF MINUTES

- August 15, 2012 Board Meeting Minutes

Motion by Commissioner Elder, seconded by Commissioner Goodlander, to approve the August 15, 2012 Board meeting minutes. Motion carried.

5. CDA ARTS COMMISSION: ART INITIAITVES UPDATE PRESENTATION

Steve Anthony (City of CDA Recreation Director and City liaison to the CDA Arts Commission) and Eden Irgens (CDA Arts Commission Chair) provided an Arts Commission initiative update to the Board using a PowerPoint presentation. The presentation included updates on the following Arts Commission initiatives:

- Art currents program – a program where art is on loan to the City. If the art sells, the City receives a portion of the sale proceeds.
- Signal box wrap project – select traffic signal control boxes in the City have been wrapped with vinyl coverings depicting different art scenes.
- Wastewater treatment facility art project – installation of “microbe” art near the facility.
- Sorensen elementary school – functional art bike racks.

- Education corridor roundabouts – art pieces to be installed this fall in the three new roundabouts.

The Arts Commission has plans to invest in art projects located in Riverstone, McEuen Park and on the new section of the Centennial Trail that travels along the Spokane River on the NIC campus.

- Commissioner Elder commented that the wastewater facility microbe art is very good; both educational and fun. The Arts Commission’s investment in the arts has greatly enhanced the vitality of the city – well done.
- Commissioner Patzer asked how someone would provide feedback/input to the Arts Commission?
 - Mrs. Irgens shared contact information for the Arts Commission, as well as providing the meeting logistics of the Commission (Commission meets the third Tuesday of each month at city hall at 3:30 pm).
- Commissioners Davis and Jordan both commented that they are very impressed with the traffic control signal box art project.
- Commissioner Goodlander (City Council & LCDC liaison to the Arts Commission) shared with the viewing audience how the Arts Commission funding from LCDC works: art funds transferred to the Arts Commission from the LCDC’s Lake District are restricted to fund art initiatives that are located within the Lake District’s boundary. Same geographic requirement applies to the LCDC River District art funds. Commissioner Goodlander also shared that the Arts Commission tries to utilize LCDC funds to fund art that possesses an educational component where applicable (e.g. microbe art work at the wastewater facility). Combining art and education creates a powerful learning environment. Commissioner Goodlander shared that the Arts Commission really appreciates the financial support of LCDC.

6. COMMITTEE REPORTS

LCDC Chairman Davis adjusted the agenda and moved forward the Communication Committee report due to guest’s time constraints.

❖ **Communication Committee – Commissioner Dave Patzer**

LCDC Video Proposal:

Background: Eden Irgens, a local CDA business woman (Range NW, Inc.), approached LCDC with an idea that LCDC should develop a video explaining how LCDC works, and how LCDC creates value for the community. Ex. Director Berns and Keith Erickson, LCDC communication consultant, met with Mrs. Irgens re. her overture. The initial conversation with Mrs. Irgens generated the strategy of focusing on four or five LCDC projects, highlighting in both a qualitative and quantitative manner the value creation associated with

each project. The envisioned value proposition of such a video is to help better communicate the role and success of LCDC in the community via a user friendly medium.

Mrs. Irgens proposed a five minute version of the video that would be located on LCDC's website homepage and possibly on other websites (e.g. City of CDA). Mrs. Irgens also proposed a shorter two minute version of the video that could be "pushed" out (e.g. via YouTube, emails) to certain community stakeholders and community stakeholder groups to help on the communication front. The LCDC Communication Committee met with Mrs. Irgens to further discuss her idea, agreeing that a "then and now" type approach to communicating the LCDC message would be the best video presentation format to pursue. The committee also liked the idea of incorporating some level of animation in the video to help better explain how LCDC works.

Communication Committee Chair Dave Patzer invited Mrs. Irgens to join the Board meeting. Commissioner Patzer shared that LCDC has been successfully utilizing several electronic medium venues to better communicate with the public (e.g. emailed newsletters, television broadcasts of board meetings, LCDC website). The Communication Committee now sees an opportunity to introduce video technology into the communication effort, utilizing both standard video techniques and video animation technology. The proposed deliverables from this effort will be a five minute video and a two minute video. Both video lengths are valuable since some people like more detail (five minute version), while some people want less detail (two minute version). The Range video proposal is broken down into six primary components, with associated costs and time lines. Commissioner Patzer shared that the LCDC Board will be actively involved in the video creation process, and there will be check points along the video development path.

- Mrs. Irgens shared that video animation is not like a cartoon. The LCDC video animation will utilize graphic elements combined with words and music to convey in a clear, understandable fashion the workings of the LCDC. Mrs. Irgens shared that the Range team will bring a lay person's perspective to explain how the LCDC business model works.
 - Commissioner Davis agreed that using video animation will help convey complex issues in an easier to understand format.

- Commissioner Elder shared that the community has a tendency to forget how conditions were around CDA in the past. LCDC needs to remind the community of some of the past deteriorated conditions, and how far the community has come through the partnership efforts of LCDC. Folks new to the community have no idea of what conditions were like prior to their arrival; this type of video product will help communicate how well urban renewal has worked in CDA.

- Commissioner Jordan shared that in the past he has received public feedback that LCDC's explanations of LCDC initiatives are too dry and complicated. He sees this video initiative as a good tool to help better explain how urban renewal works.

Motion by Commissioner Goodlander, seconded by Commissioner Elder, to approve the LCDC video proposal as submitted by Range NW, Inc. with LCDC funding not to exceed \$14,000. Motion carried.

LCDC newsletter: Mr. Keith Erickson, LCDC communication consultant, shared that the 6th LCDC newsletter was distributed today (September 19th). This edition of the newsletter discusses three issues: 1) affordable housing, 2) the north Idaho Centennial Trail and the values of trails to the community (e.g. new event coming to CDA this fall; the "Coeur d'Fondo" bike event), and 3) the successful completion of the Education Corridor initiative. Current and past newsletters are available for viewing on the LCDC's website (www.lcdc.org).

Huckleberries blog "tile" button: Mr. Erickson shared that the LCDC tile button on the Huckleberries blog, designed to encourage community members who visit this blog site to visit the LCDC's website to learn more about LCDC, is deemed to be working well based on the number of hits on the tile button. The Huckleberries blog gets approximately 200,000 page views per month, so the LCDC's monthly investment of \$300 for the tile ad is well leveraged.

McEuen Park Communication Efforts:

- Signage: Mr. Erickson shared that LCDC plans to install signage on McEuen Park capturing LCDC's support of the project. The proposal is to place a 1 foot tall by 8 foot long sign on each existing McEuen sign setup, just below the City's existing McEuen Park signs. The sign would have the LCDC logo on the left hand side, then in the middle would read "A proud partner in the McEuen Park revitalization", followed by "Visit us at lcdc.org". This messaging will fit nicely with the City's existing signage, and will raise awareness about LCDC's involvement in the project and hopefully attract people to the LCDC website.
- McEuen Park 2012 Project Updates: LCDC and the City plan to initiate timely communication efforts with community stakeholders re. the progress on the ongoing McEuen Park 2012 project. Mr. Erickson will perform this communication task for the 2012 project, with his efforts modeled after North Idaho College's successful communication effort involving the recently completed Education Corridor project.
 - Commissioner Patzer shared that two McEuen Park webcams are up and operating and can be accessed from the home page of the City's website. LCDC will explore if a link to the City's webcams can be set up on the LCDC website.

The Board thanked Mr. Erickson for his efforts on the communication front – doing a great job.

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

Ex. Director Berns, in Education Corridor adhoc Committee Chair Scott Hoskins' stead, shared that Phase 1B of the Education Corridor project is complete, and Phase 1A is very near completion with a few minor water and sewer line related punch list items still requiring attention from the contractor. All of the street and roundabout trees that did not survive the initial planting have been replaced.

❖ **Finance Committee – Commissioner Rod Colwell**

Lake & River District Monthly Financials

Lake & River District Payables

Ex. Director Berns, in Finance Committee Chair Rod Colwell's stead, reviewed and discussed the August Lake and River District financial statements, and the August / September account payables sheet, with the Board.

Motion by Commissioner Patzer, seconded by Commissioner Elder, to approve additional funds for the JUB Phase 1B account payable item since the latest JUB Phase 1B invoice slightly exceeded the approved project management cost agreement due to project related change orders. Motion carried.

Motion by Commissioner Hassell, seconded by Commissioner Goodlander, to approve the August financial statements and the remaining August / September accounts payables for the Lake & River Districts as presented. Motion carried.

❖ **Housing Committee – Commissioner Jim Elder**

Housing Committee Chair Jim Elder shared that he plans to gather the committee in October to further discuss affordable housing issues in the community, and LCDC's role on the affordable housing front.

❖ **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 McEuen Park 2012 is underway, and that this initial park renovation work should not significantly impact parking in the downtown. However, next year's McEuen Park 2013 project will significantly impact parking for the downtown. The City and the City's Parking Commission will be working on temporary parking solutions for

the spring, summer and fall of 2013 that will help to minimize the parking impact on the downtown businesses.

Commissioner Elder also shared that the City has instituted a two hour parking limit at the library's parking lot to discourage non-library patrons from parking in the library parking lot.

Commissioner Elder also shared that the Parking Commission has worked with the City on addressing the parking violations associated with the "no parking" portion of Park Drive on the west side of City Park. Violators have been ignoring the no parking signage on this portion of Park Drive and just paying the \$10 tickets to park all day. The City has painted the curbs red on this portion of Park Drive which has seemed to help minimize the parking violations.

7. EXECUTIVE DIRECTOR'S REPORT

Executive Director Berns shared that LCDC, at the suggestion of LCDC's insurance agent, has declined Idaho Counties Risk Management Program's (ICRMP) offer for additional terrorism insurance coverage per the Terrorism Risk Insurance Act; additional coverage for LCDC would cost \$5,000 per year. ICRMP is required to offer its policy holders this additional terrorism coverage if so desired. ICRMP carries \$20 million in terrorism insurance for its clients in its standard policy which LCDC deems appropriate coverage.

8. BOARD COMMISSIONER COMMENTS

No comments provided.

9. PUBLIC COMMENT:

No public comment provided.

10. ELECTION OF LCDC CHAIRMAN AND 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 2013. Commissioner Goodlander 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.

11. EXECUTIVE SESSION – Idaho Code Section 67-2345(1)

Subsection B: to consider the evaluation of the LCDC executive director.

Motion by Commissioner Elder, seconded by Commissioner Patzer to convene an Executive Session, as provided by Idaho Code Section 67-2345(1) Subsection B: to consider the evaluation of the LCDC executive director.

Roll Call:

Goodlander	Yes	Hassell	Yes	Druffel	Absent
Colwell	Absent	Patzer	Yes	Jordan	Yes
Elder	Yes	Davis	Yes	Hoskins	Absent

Motion carried.

The LCDC Board entered into Executive Session at 5:08 p.m. Those present were the LCDC Board of Commissioners, and LCDC legal counsel Danielle Quade. Deliberations were conducted regarding the performance review of the executive director.

No action was taken in Executive Session and the LCDC Board returned to regular session at 5:52 p.m.

12. ADJOURN:

Motion by Commissioner Hassell, seconded by Commissioner Goodlander, to adjourn. Motion carried.

The LCDC Board meeting adjourned at 5:52 p.m. Minutes prepared and submitted by Executive Director Berns.