



AGENDA

Meeting of the Twin Falls Economic Development Ready Team

Monday, February 1, 2016, 3:30 P.M.

City Hall Police Department Classroom

321 Second Avenue East -Twin Falls, Idaho

AGENDA ITEMS

3:30 P.M.

1. CALL MEETING TO ORDER
2. AGENDA MODIFICATIONS
3. Approval of the November 2, 2015, Ready Team Minutes.
4. Discuss Economic Development Director improvement and selection process.

Any person(s) needing special accommodations to participate in the above noticed meeting could contact Leila Sanchez at (208) 735-7287 at least two working days before the meeting. Si desea esta información en español, llame Leila Sanchez (208)735-7287.

MINUTES

November 2, 2015, Monday

Attendance: Don Hall, Suzanne Hawkins, Rebecca Mill Sojka, Shawn Barigar, Chris Talkington, Travis Rothweiler, Lorie Race, Mitch Humble, Brian Pike, Jackie Fields, Melinda Anderson, Cindy Bond, Debbie Dane, Rebecca Wildman, Ruth Pierce, Leon Smith, Leon Mills, Dan Brizee, Josh Palmer, Jeff Fox.

1. CALL MEETING TO ORDER

Travis Rothweiler called the meeting to order.

2. AGENDA MODIFICATIONS: None.

3. Approval of the June 1, 2015, Ready Team Minutes.

MOTION:

Ruth Pierce made the motion to approve the June 1 2015, Ready Team Minutes. The motion was seconded by Leon Mills. Voice vote showed all members present voted in favor of the motion. Approved.

4. Workforce/Talent Attraction and Retention.

Travis Rothweiler began the discussion by asking the group to define talent attraction and thinking we should separate out workforce retention as that is the purview of the individual employers. He also asked the team what is our role in talent attraction.

Several ideas listed:

- This problem is not limited to Twin, it's a national one but one that may call for local solutions.
- Work with media to ensure the full message about Twin Falls as a place to live is being broadcast, not just crime stories or sensational stories such as refugee center controversy. (It was later acknowledged that the media has a responsibility to report what is happening in Twin).
- Understand how earlier problems may still be perceptions by Twin Falls long-time residents.
- Create more positive messages to counteract negative media stories.
- Recreate the Workforce Investment Board that existed a few years and focus on manufacturing. CSI could help sponsor a manufacturing alliance.
- Review City budget to add money to add an additional person for BRE and workforce attraction.
- Develop marketing plan that promotes Twin to new talent, workforce. SHRM could use videos to use in marketing. Marketing collateral could be given to local employers to aid in their recruitment efforts.
- Is there a lack of affordable housing? Is that correct? 150 multifamily units need to be added each year to catch up.
- Use social media in marketing.
- Doesn't appear to be much collaboration among local employers in workforce attraction, but possibly with SHRM.

Current stats: September 2015 – 3.6% unemployment rate for Twin Falls City and MicSA. 1200 jobs listed but only 800 unemployed. We may be at full employment and Clif Bar has not yet started their production hiring.

Recruit college seniors at college fairs and supply housing for a time.

Take out 401K matches and use it for rental assistance

Commerce should market the state. Who's our target market? Has to be more than millennials.

Travis asked for volunteers for a subcommittee to begin defining the issue. Cindy, Rebecca W, Ruth, Suzanne, Shawn and Lisa Buddecke (Ruth volunteered her).

Cindy mentioned a company, Burning Glass, that searches and compiles available jobs and who's looking for them.

Next meeting – 1st Monday of December.

Melinda Anderson, Economic Development Director

CITY OF TWIN FALLS, ID

208-735-7240

208-308-7240

manderson@tfid.org