



CITY OF TWIN FALLS, IDAHO

SPECIAL MEETING NOTICE  
FOR  
Twin Falls City Council  
and  
Twin Falls Economic Development Ready Team

The Twin Falls Economic Development Ready Team will meet on Monday, April 3, 2017, at 3:30 p.m. The meeting will be held at the Twin Falls Council Chambers located at 305 Third Avenue East, Twin Falls, Idaho.

A quorum of the Council may be in attendance.

AGENDA

CALL THE MEETING TO ORDER

AGENDA MODIFICATIONS AGENDA ITEMS

I. CONSENT CALENDAR:

1. Approve the Ready Team Minutes of December 05, 2016.

II. ITEMS FOR CONSIDERATION:

1. Report on Site Selectors Guild Conference March 13-15, 2017.
2. Discuss potential BR&E survey and questions.

III. ADJOURNMENT

Leila A. Sanchez  
Deputy City Clerk/Recording Secretary



AGENDA  
*Meeting of the Twin Falls Economic Development Ready Team*  
 Monday, April 3, 2017  
 3:30 P.M.  
 Twin Falls Council Chambers  
 305 Third Avenue East -Twin Falls, ID 83301

CALL THE MEETING TO ORDER AGENDA MODIFICATIONS	
AGENDA ITEMS	
I. <u>CONSENT CALENDAR:</u> 1. Approve the Ready Team Minutes of December 05, 2016.	Leila A. Sanchez
II. <u>ITEMS FOR CONSIDERATION:</u> 1. Report on Site Selectors Guild Conference March 13-15, 2017. 2. Discuss potential BR&E survey and questions.	Nathan Murray Nathan Murray
III. <u>ADJOURNMENT</u>	

*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  
*Meeting of the Twin Falls Economic Development Ready Team*  
 Monday, December 5, 2016  
 3:30 P.M.  
 Twin Falls Council Chambers  
 305 Third Avenue East -Twin Falls, ID 83301

CALL THE MEETING TO ORDER AGENDA MODIFICATIONS	
AGENDA ITEMS	
I. <u>CONSENT CALENDAR:</u> 1. Approve the Ready Team Minutes of August 15, 2016.	Leila A. Sanchez
II. <u>ITEMS FOR CONSIDERATION:</u> 1. Review City of Twin Falls Community Strategic Plan 2030 Goals for Focus Area 6 – Prosperous Community and Comprehensive Plan Chapter 3 – Economic Development	Nathan Murray
2. Presentation of Twin Falls ‘Livability’ marketing campaign	Josh Palmer
3. Discussion of Target Areas for 2017	Nathan Murray
4. Adjournment.	

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Present:	
Shawn Barigar	Twin Falls Chamber of Commerce
Lisa Buddecke	SIEDO
Dan Brizee	Urban Renewal Agency
Wiley Dobbs	Twin Falls School District #411
Jody Tremblay	St. Luke's
Rebecca Wildman	Business Plus Inc
Brad Wills	SIEDO
Jacqueline Fields	City of Twin Falls
Don Hall	City of Twin Falls
Suzanne Hawkins	City of Twin Falls
Mitchel Humble	City of Twin Falls
Nathan Murray	City of Twin Falls
Joshua Palmer	City of Twin Falls
Ruth Pierce	City of Twin Falls
Lorie Race	City of Twin Falls
Travis Rothweiler	City of Twin Falls
Leila Sanchez	City of Twin Falls
Chris Talkington	City of Twin Falls

## AGENDA ITEMS

### CALL THE MEETING TO ORDER

Mitchel Humble called the meeting was called to order at 3:31 P.M.

AGENDA MODIFICATIONS: None

#### I. CONSENT CALENDAR:

1. Approve the Ready Team Minutes of August 15, 2016.

Discussion followed.

- Jody Tremblay was present at the August 15, 2016, meeting
- Correct spelling of Jody Tremblay's name

Motion:

Jody Tremblay motioned to approve the August 15, 2016, Ready Team Minutes as corrected. Suzanne Hawkins seconded the motion. Voice vote showed all members present voted in favor of the motion.

#### II. ITEMS FOR CONSIDERATION:

1. Review City of Twin Falls Community Strategic Plan 2030 Goals for Focus Area 6 – Prosperous Community and Comprehensive Plan Chapter 3 – Economic Development

Nathan Murray presented a survey and asked for member feedback on the following:

1. When was the last time you reviewed either the strategic plan or comp plan for Economic Development
2. How do you feel about the overall direction of downtown revitalization as it stands today?
3. In the past year, how many times have you visited downtown for non-work related activities?
4. Do you believe Twin Falls has the right public services to attract & retain growth?
5. In the past 12 months, have you seen any marketing material promoting the City of Twin Falls?
6. Of the following, which should be the top target industry for Twin Falls? Discussion followed on Agricultural/Food Production, Outdoor/Consumer Products, Advanced Manufacturing, Advanced Manufacturing, Hospitality/Tourism
7. Of the following, which should be the top target industry for Twin Falls? Discussion followed on Life Sciences, Professional Services, Information Technology, and Retail
8. Which amenities would you most like to see downtown? Discussion followed on Additional Housing Types, Event/Recreation Center, and Art Facility (includes performance and museum/galleries)

9. What should be the top economic development priority for Twin Falls going forward? Discussion followed on Quality of life investments (includes housing), Manufacturing and production job growth, Manufacturing and production job growth, Recreation, Tourism and Marketing.

Travis Rothweiler discussed future updates to the Strategic Plan.

2. Presentation of Twin Falls 'Grow With Us' marketing campaign
3. Discussion of Target Areas for 2017

Josh Palmer spoke on the following:

1. Development and execution of 'Grow With Us' branding campaign
  2. Development of advertisements in print publications that include: Idaho Investment Guide, Site Selection Magazine, and Southern Idaho Living
  3. Development of advertisements through digital mediums that include: Livability, Idaho Investment Guide App, social media, and partners websites
  4. Importance of consistency in messaging and branding, but even greater importance of having other tell our story. i.e. Miles Daischer, 88 Keys, etc.
  5. The End Game: When our community, our visitors, and our business partners tell our story
  6. Questions about Mini-Cassia Chamber of Commerce starting to use the slogan 'Grow With Us' for recruitment in 2017. Contact chamber.
4. Adjournment. The meeting adjourned at 4:23 p.m.

Lella A. Sanchez  
Recording Secretary