

## **Idaho Center Advisory Commission**

**January 15, 2015**

### **Meeting Minutes**

#### **CALL TO ORDER**

Chairman Doug Holly called the meeting to order at 4:02 p.m.

#### **ROLL CALL**

Commissioners Present:

Doug Holly, Debbie Kling, Dennis Fulcher, Mitch Minnette, Sara Minic, Vern Carpenter, Erica Hernandez, DJ Weibold

Guests Present:

Beth Ineck, Todd Godfrey, Maren Ericson, Vikki Chandler, Steve St. John

#### **APPROVAL OF THE MINUTES**

Dennis Fulcher made a motion to approve the minutes. DJ Weibold seconded the motion. Motion carried.

#### **INTRODUCTIONS:**

Chairman Holly introduced Erica Hernandez as the new commissioner who replaced Rick Youngblood's seat. Erica is the General Manager for the Hampton Inn & Suites at the Idaho Center and serves on the Nampa Tourism Council.

Todd Godfrey introduced Steve St. John as the new General Manager for the Ford Idaho Center. Steve comes to the Ford Idaho Center with 15 years of experience in the industry. Previously Steve worked at the Compuware Sports Arena in Plymouth, Michigan, and the Eastern Kentucky Expo Center in Pikeville, Kentucky. He was also Vice-President of event programming at Germain Arena in Estero, Florida.

Robin Collins introduced Maren Ericson as the primary contact for legal counsel on issues involving the Ford Idaho Center. Maren is an attorney for Hamilton, Michaelson & Hilty, LLP, which is the new legal firm that has been contracted by the City of Nampa.

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## **OLD BUSINESS:**

None

## **NEW BUSINESS:**

### **Update on the ICAC Bylaws**

Chairman Holly turned the discussion over to Secretary, Robin Collins to provide an update to the Commission regarding the bylaws.

Robin Collins explained the bylaws were sent to legal counsel for review. Legal made some changes to the verbiage within the bylaws to ensure the bylaws were referencing responsibilities and duties of an "advisory" commission. Changes were minor in nature.

The draft was finalized with all legal counsel recommendations and provided to the City Council at their open public meeting as a business action item. The Council approved the bylaws as proposed with such changes.

Robin advised the board that they would need to re-approve the bylaws with the changes. Dennis Fulcher made a motion to approve the bylaws as presented. Debbie Kling seconded the motion. Motion approved.

### **Introduction of Meeting Attendees**

Chairman Holly asked to go around the room and have everyone introduce themselves since there were several new attendees at the meeting.

### **Discussion on Railroad**

Vikki Chandler, Finance Director for the City of Nampa, updated the board on the status for the use of right of way being utilized by the Ford Idaho Center for the RV Park and infrastructure that is owned by Union Pacific.

Union Pacific has provided a proposal to the City to lease the right of way portion of land, and negotiations are in process. The lease could incorporate a set annual rate per year, for up to (3) years, with an optional increase at the end of the 3<sup>rd</sup> year. Such increase would contain a percentage cap.

The commission discussed options for the use of the RV Park, sponsorships, and revenues. Vikki suggested a long term plan be developed to more adequately provide for the uses that currently exist.

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The proposed lease agreement is currently at legal for review. This item will be brought back to the commission at a later date once legal has completed their review.

### **Commissioner Recognition**

Chairman Holly mentioned that in previous meetings the commission had discussed recognition for former Commissioner Youngblood. Rick Youngblood dedicated a lot of time to the Idaho Center Advisory Commission and the commission had suggested getting him a plaque. Doug confirmed the commission was in agreement to get a plaque for Mr. Youngblood as have it presented by the Mayor at an upcoming City Council meeting.

### **Goals for FY15**

Chairman Holly brought up that this is a contract year and that we should pick out some things to accomplish by the end of the year. Whether it is maintaining paint on doors, or something else, we should come up with a list of specific items.

Commissioner Kling talked about some of the items on the list being more of an operational expense that should be taken on by SMG and the Ford Idaho Center. The Idaho Center could come up with what their plan is and then have the Commission weigh in on it. Steve St. John mentioned that he thought the advisory commission should have up front input into what that plan should say and what the goals are.

Discussion continued about “telling the story” of the Ford Idaho Center. Who attends what events, and from where do they come. A large percentage of the attendance comes from out of state, which is new money coming into our community. Debbie talked about learning the statistics to determine how to manage the tourism grant dollars. Where is the greatest untapped revenue? This could be explored based on the data. It would be beneficial to review what the needs are? Steve talked about looking at the bigger picture for statistics.

Chairman Holly suggested the commissioners take a look at the list provided and pick the top three to bring back for discussion at the next meeting. If there are additional ideas that are not on the list, those items could be presented at the next meeting as well.

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**REPORTS AND COMMUNICATIONS:**

**Ford Idaho Center Update**

Todd talked about the large sponsors that the Ford Idaho Center has secured recently, such as; Camping World. In addition, the Ford Idaho Center just signed Dutch Bros. as a five (5) year sponsor to provide coffee at the center.

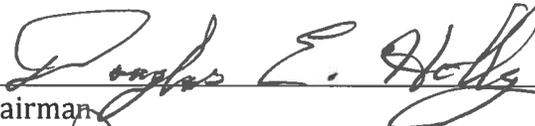
**Other Communications**

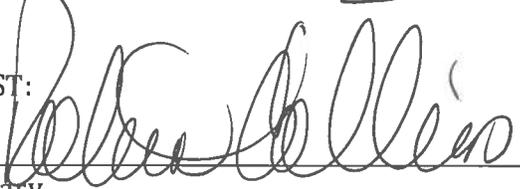
None

**ADJOURNMENT**

Meeting adjourned at 5:20 p.m.

Approved this 19<sup>th</sup> day of Feb, 2015.

  
Chairman

ATTEST:   
Secretary

*Next regular scheduled meeting is February 19, 2015*

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