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**Idaho Center Advisory Commission
March 19, 2015
Meeting Minutes**

CALL TO ORDER

Chairman Holly called the meeting to order at 4:08 pm.

ROLL CALL

Commissioners Present:

D.J. Weibold, Doug Holly, Debbie Kling, Sara Minic, Erica Hernandez, Vern Carpenter, Dennis Fulcher

Commissioners Absent:

Mitch Minnette

Guests Present:

Steve St. John

APPROVAL OF MINUTES

Dennis Fulcher made a motion to approve the February 19, 2015 meeting minutes. Seconded the motion. Motion carried.

INTRODUCTIONS:

OLD BUSINESS

Discussion of Board Action Plan

Chairman Holly stated that the board has certain things that they could do. Utilizing the different realm of influence that each person has is beneficial in itself. Each person knows different people within their individual reach.

The board discussed the most recent event with BSU and how that brought a great amount of people within the area because of the event and how there was not enough rooms available in the Treasure Valley.

It would be a huge task for just one person to take on marketing and community involvement, but if each person takes it on in pieces, more people can be reached. The board commented that press releases are necessary.

Commissioner Weibold brought up that we need to be united and consistent in the message. Having a hot list of topics that are covered, and some statistics would be useful.

Chairman Holly updated the board that he was able to locate the document that the prior Idaho Center Manager had developed with identified capital needs. Chairman Holly thanked Steve St. John for what he has been doing at the Ford Idaho Center. Doug mentioned that Steve St. John and himself met to discuss the needs of the Idaho Center, and asked Steve if he would discuss with the board their findings.

Steve St. John distributed a list of identified first level capital needs updated in 2015 to the commissioners. Steve went through the list with the commissioners and explained each need. Some of the needs that were discussed were directly related to efficiency, safety and regulatory compliance; repairs, refurbishment and facility life extension; and business growth opportunities. He did state one item he did not see on the list is an indoor ticket box office window. He stated this is a need for customer service and indoor sales.

He continued to explain that some of the items on the list have been needing attention for some time, such as; the need to refurbish the roof of the Sports Center. Commissioner Kling asked if the item to replace soft covered barns with pole barns is something that could be put on an annual cycle. Steve St. John stated that they could be done on a cycle. Debbie asked if the list was in priority order and if not, if Steve could bring the list back in a list by priority. Steve said he would revise the list to show the priority levels.

As they discussed the need for additional piping and drapes for the arena and additional staging to set up for trade shows, Chairman Holly asked if the Ford Idaho Center is using a sub-contractor to come in and set-up. Steve St. John stated that they do the electrical, but the tables, chairs, etc. are usually done through an expo rental company. Chairman Holly asked if the investment was made into this capital, would a rental fee be charged. Commissioner Kling stated it could be in the Business Growth Opportunities line item, as it would be beneficial to bringing in trade shows if they had the equipment and it is provided as part of having the event at the Ford Idaho Center.

Steve St. John explained that having a covered outdoor riding arena would help to extend the season. Commissioner Minic stated it would bring more events and also extend the season, as having this would be huge.

Steve St. John expressed a desire to have the board assist in finding additional resources for funding, outside what comes from the general fund. The next request would be for the commission to help tell the good story of the Ford Idaho Center, and lastly to use social media and our individual networking connections to spread information about events, about what the Ford Idaho Center can offer. Go onto each Facebook page and like the pages, the share.

Steve said he is committed to doing regular press releases and sharing those with the group. He also updated the board on past events and the attendance, along with upcoming events.

The board discussed being more involved in attending additional events at the Ford Idaho Center to increase their knowledge of the spectator's experience. Commissioner Fulcher

expressed that it should be a requirement for commissioners to attend so many events per year. Board members agreed that the attendance would be beneficial to what they do as an advisory board.

NEW BUSINESS

Railroad Property – Brainstorming Session

Chairman Holly explained his thought process was that the three (3) years would go by and then the board may be faced with seeking other options if the railroad does not want to re-negotiate their lease. The board briefly discussed what planning for the years ahead should include, and noted that this needs to remain as an item to keep on the forefront and not lose track of it.

REPORTS AND COMMUNICATIONS

Ford Idaho Center Update – Steve St. John

Steve St. John provided an update on current and upcoming events for the Ford Idaho Center.

Idaho Center Specific Area Plan Update – Robin Collins

Robin Collins updated the board on the discussions that took place at the Idaho Center Specific Area Plan meeting. Robin reported that one of the main issues that was discussed were transportation issues and infrastructure, along with various other needs. A 2nd meeting will be held to go into more detail and to describe the Community Biz software that Planning and Zoning is using for this process.

Additional Communications

There were no additional communications

Adjournment

Commissioner Fulcher made a motion to adjourn the meeting. Commissioner Minic seconded the motion. Meeting adjourned at 5:54 pm.

Approved this 23rd day of April, 2015.


Chairman