

**Idaho Center Advisory Commission**  
**April 23, 2015**  
**Meeting Minutes**

**CALL MEETING TO ORDER**

Chairman Holly called the meeting to order at 4:07 p.m.

**ROLL CALL**

**Commissioners Present:**

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

**Commissioners Absent:**

Vern Carpenter, Mitch Minnette

**Guests Present:**

Steve St. John, Karla Nelson, Bruce Skaug

**APPROVAL OF MINUTES**

Dennis made a motion to approve the minutes from the March 19, 2015 meeting. Debbie seconded the motion. Motion carried.

**INTRODUCTIONS**

**OLD BUSINESS**

None

**NEW BUSINESS**

Chairman Holly discussed about how citizens in Nampa can help us to tell the "good story" about Nampa. The Ford Idaho Center has not always been viewed as a positive by some within the community, but how many people are actually sharing the good stories about the venue and the impacts it has on the community and/or their business.

Doug Holly shared the details of a conversation he recently had with a business owner in the community. The business owner shared how the Ford Idaho Center positively impacts their particular business. This particular hotel is not located in the adjacent surrounding area of the Ford Idaho Center and therefore to hear the level of impact the Ford Idaho Center has on this business was eye opening. Chairman Holly went on to discuss the economic impacts of the Ford Idaho Center on Nampa. Gathering statistics on the Idaho Center and being able to provide those to the community would help show the impacts. It would provide data that people are unaware of.

Steve St. John gave the board a brief rundown of the most recent events and how many people attended or participated in the event. Some of the events discussed were the State Dance and Cheer event, which was a two-day event that brought in 2500 people per day; PBR, which had two shows and brought in a total of 9,888 people; the Cutter's event that had 788 people participating in the event; a Latin Dance event that brought in 2,167 people; 3-day trade show/educational event that had 400 people in attendance; horse expo that had 6500 people.

Chairman Holly brought up the discussion from the last meeting on coming up with bullet points on what we should be telling the community consistently. The board discussed a way to advertise events and get the statistics out. Social media is a great method to get the word out. The Chamber could advertise on their Facebook and community calendar, along with the City's Facebook and website calendar.

Robin Collins brought up the idea of not only the board telling the story, but the community telling their story. There could be a success page on the website that tells the economic impacts and highlight community partners, visitors, event participants that have experienced positive results with their quote listed.

Chairman Minic discussed the use of Instagram, twitter, and how people are looking for the hashtags, and there looking at social media outlets. Sara shared an experience she had attending the PBR and that they created a hashtag for the event to use throughout the event, and people were responding from all over the nation.

Chairman Holly asked the board to provide 5 bullet points of the most important key statistics to capture to be able to highlight to the community.

Re-Brand the Image - Bruce Skaug brought up the idea of re-branding the Ford Idaho Center. It used to be "Our" Idaho Center years ago and then became "The" Idaho Center. We need to get back to it being "Our" communities Idaho Center.

The board discussed "who" is working the events. Steve St. John said that there are non-profits that will work

Bullet Points that were compiled by the board:

- # of people coming through the door? Provide quarterly reports with comparisons from previous years.
- Positive Economic Impact
  - Room nights
  - % of sales increases
  - Spin off of future events
  - Increased customer traffic
- Huge increase in programming of the entire facility – up 150%
- Funding of non-profits/service clubs

- How many clubs/organizations are benefitting from non-profits working events
- Who benefits from the FIC and How do they benefit?
  - Schools (sporting events, graduations)
  - Residents don't have to try to Boise to attend an event
  - Nampa captures the money spent in the community from those attending from outside of the City limits.
  - Businesses
  - Property Owners – Increased property values

## REPORTS AND COMMUNICATIONS

### Idaho Center Specific Area Plan Advisory Committee Update – Karla Nelson

Karla Nelson reported on the most recent Idaho Center Specific Area Plan meeting. She talked about the discussion the group had on the different land uses within the area, the name for the area plan, and the future roadway classifications and bicycle & pedestrian improvements.

Commissioner Kling complimented Karla and her efforts during this process. She stated the process has been well thought out and presented.

### Additional Communications

The board discussed attending the City Council to present some of the most recent statistics for the Ford Idaho Center prior to the budget workshops, and also attending during budget workshops to help support the Ford Idaho Center's efforts.

### Ford Idaho Center Update – Steve St. John

Steve St. John gave the board an update on future events coming to the Ford Idaho Center.

### Adjournment

Dennis Fulcher made a motion to adjourn. Sara Minic seconded the motion. Motion carried. Meeting adjourned at 5:40p.m.

Approved this 20<sup>th</sup> day of August 2015.

  
Chairman