

AGENDA
THURSDAY, FEBRUARY 25, 2021
7:30 A.M.

BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
COMMUNITY DEVELOPMENT DEPARTMENT BUILDING,
SECOND FLOOR MEETING ROOM,
215 "D" STREET

AS A MATTER OF PUBLIC SERVICE AND GOVERNMENTAL TRANSPARENCY, THIS MEETING MAY BE RECORDED, STREAMED LIVE AND/OR ACCESSED AT A LATER TIME. NOTE THAT THIS MAY INCLUDE VIDEO AND AUDIO OF ALL PERSONS PRESENT IN THE ROOM

Due to COVID-19 and the Governor's Stage 3 Order limiting gatherings to 50 people or less, persons allowed to physically attend this meeting will be limited to a maximum of 50 or a lesser number based upon room capacity for 6-foot social distancing. Seating will be available on a first come first serve basis. Citizens attending in person must wear a face covering.

Citizens interested in observing this meeting may do so online at the City of Lewiston's Livestream Platform: <https://livestream.com/lewiston/events> or the City of Lewiston's Facebook page: <https://www.facebook.com/CityofLewistonIdaho>

Citizens are strongly encouraged to provide comments by e-mailing Tanya Brocke at tbrocke@cityoflewiston.org or by calling (208) 798-2570 and leaving a message. Your comments will then be forwarded or read to the Business Improvement District Advisory Board.

- I. **CALL TO ORDER AND INTRODUCTION**
- II. **PUBLIC COMMENTS** – An opportunity for citizens to address the Board with comments and/or questions. Citizens are asked to limit their time to three (3) minutes each.
- III. **ELECTION OF OFFICERS (ACTION ITEM)**
 - A. **NOMINATION OF CHAIRPERSON**
 - B. **NOMINATION OF VICE CHAIRPERSON**
- IV. **ADOPTION OF FEBRUARY 18, 2021 MINUTES (ACTION ITEM)**
- V. **ADOPTION OF WORK PLAN (ACTION ITEM)**
- VI. **ADOPTION OF BYLAWS (ACTION ITEM)**
- VII. **ADOPTION OF FINANCIAL POLICY (ACTION ITEM)**

The City of Lewiston is committed to providing access and reasonable accommodation in its services, programs, and activities and encourages qualified persons with disabilities to participate. If you anticipate needing any type of accommodation or have questions about the physical access to the facility within which this meeting is being held, please contact the meeting coordinator at least forty-eight (48) hours in advance of the meeting at (208) 746-1318.

VIII. UNFINISHED AND NEW BUSINESS**A. BOARD MEMBERS****B. STAFF****IX. ADJOURN**

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FEBRUARY 18, 2021

THE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD OF THE CITY OF LEWISTON, IDAHO, met in a meeting Thursday, February 18, 2021, at the Community Development Department Second Floor meeting room. Staff Liaison Laura Von Tersch called the meeting to order at 2:00 p.m.

I. CALL TO ORDER AND INTRODUCTION

BOARD MEMBERS PRESENT: Doug Bauer; Michael Follett; Dr. Dennis Ohrtman; Wendy Price (via Zoom); Joe Strohmaier (via Zoom, 2:55 p.m.)

STAFF MEMBERS PRESENT: Laura Von Tersch, Community Development Director; Tanya Brocke, Community Development Specialist

OTHERS PRESENT: Carolyn Honeycutt, Executive Director Beautiful Downtown Lewiston; Creech Hardy, BDL Special Events; Kaeli Dye, BDL Board Member

Board members were introduced. Community Development Director Laura Von Tersch gave a brief introduction on the role of staff and how the Board's work is facilitated.

II. PUBLIC COMMENTS

None.

III. REVIEW OF PROPOSED WORK PLAN AND BUDGET

Ms. Von Tersch stepped through the work plan noting that each of the identified projects were vetted by the community and featured prominently in the Downtown Master Plan adopted by City Council.

The Board generally supported the work plan and agreed branding was the first order of business. The Work Plan was continued to the next meeting.

IV. NEXT MEETING DATE

Board members discussed the next meeting date. Mr. Follett indicated the Board needs more business representation and many businesses cannot meet in the afternoon. After discussion, the next meeting date was set for February 25, 2021 at 7:30 a.m.

V. ADJOURNMENT

The Board adjourned at approximately 3:15 p.m.

RESPECTFULLY SUBMITTED,

ATTEST:

TANYA M. BROCKE
RECORDING SECRETARY

BID ADVISORY BOARD CHAIR

Approved this ____ day of _____, 2021.



February 1, 2021

The Board of Directors and staff of Beautiful Downtown Lewison (BDL) is pleased to present the 2021 Business Improvement District (BID) workplan and budget. Much of this plan is based on the Downtown Master Plan, adopted by the City Council on July 22, 2019. Staying consistent with what was presented to the council for the BID, this plan is broken into four main areas of investment to create the scope of work. Many of the items in this plan will develop over several years as we leverage the BID funds to expand the impact, while others will show an immediate impact. As projects and focus progress, BDL will share updates on projects with the City, BID Advisory Board, and stakeholders to ensure transparency.

BDL's administration of the BID is a direct result of page 44 of the Master Plan, which we have included with this document. As with the intent of this section, the BID will affect the downtown by moving BDL away from a mostly event-driven organization to one that is driving forward impactful projects to empower revitalization and implementation of the Master Plan. Most of the projects within this plan are expansions of our current activities and will service the entire district. This will allow BDL to move away from a membership-driven organization.

Within the budget, there is an assumption of 95% collections of the BID, to account for uncollected assessments that may occur. The budget figures initially submitted to the City Council have shifted to reflect the scope of projects and to provide the most impact. The table below demonstrates how those figures have changed:

Area	Original (95%)	Adjusted (95%)
Area 1: Commercial, Residential, and Public Investment	\$ 49,875	\$ 25,000
Area 2: Neighborhood Improvements	\$ 28,500	\$ 51,000
Area 3: Business Promotion & Neighborhood Marketing	\$ 49,875	\$ 53,500
Area 4: BID Administration	\$ 14,250	\$ 13,000
Total	\$142,500	\$142,500

References throughout this document refer to pages and sections of the Downtown Master Plan. The role of BDL, as administrator of the BID, is to move forward these projects through the resources of the organization, working closely with businesses, organizations, the city, and constituents. BDL project time and overhead will be calculated at a rate of \$40 per hour and billed to the BID accordingly, not to exceed \$45,000 per year. Time will be tracked per project and hours in excess of the \$45,000 will be considered part of our investment into this plan.

The BDL Board of Directors would like to take this opportunity to thank the City of Lewiston and stakeholders for their support of the downtown and Beautiful Downtown Lewiston. We look forward to realizing our goals and advancing the successful economy of Lewiston's beautiful downtown.

Area 1: Commercial, Residential and Public Investment. Area 1 activities will provide investment to engage the community in public spaces, which will lead to improved property occupancy rates, downtown investment, increased residential units, enhancement of the user experience, and strengthening of the downtown economy. **Total 2021 BID Budget \$25,000.**

1. Support downtown public and private investment for mixed-use (RO, p. 22-23) through:

Tangible projects:

- A. Develop contacts and programs for coaching investors on unique incentives,
- B. Fill vacancies and advance entrepreneurship through cooperative business usage planning, direct involvement and investment in the Innovation HUB, marketing of available spaces, and working with building owners on new business incentives,
- C. Expansion of the Properties with Possibilities and Loft Tours.

Relationship Development and Collaboration

- A. Developing new and expanding existing relationships with developers who have experience with similar projects in the region to promote commercial investment opportunities and provide support for new investors (RO, p.21-25),
- B. Targeted recruitment to businesses who fit the “experience” economy,
- C. Continued involvement in the URA,
- E. Work with City on issues related to zoning and provide input for Comprehensive Planning,
- F. Understand impact of building permit review on a project’s timeline and development costs and identify ways to assist developers in the process (RO, p. 23).

2. Provide investment and professional resources to:

Tangible projects:

- A. Support rehabilitation of Liberty Theater (A&C, p 26, 29),
- B. Enhance family friendly amenities: playground, splash pad, children’s museum,
- C. Proactively address graffiti and tagging through beautification projects (i.e. removal, murals, traffic signal box wrapping).

Relationship Development and Collaboration

- A. Continue to work with the core committee (City, CEDA, Valley Vision, Port) to design and launch the Innovation HUB project,
- B. Work with building owners and the City of Lewiston on downtown vaults.

Area 2: Neighborhood Improvements. Area 2 activities will strive to decrease traffic speeds, enhance pedestrian experience, improve bicycle safety, and invest in public spaces. **Total 2021 BID Budget \$51,000.**

1. Provide resources to:

Tangible projects:

- A. Develop plans and purchase replacement and additional amenities such as new planters and enhanced plantings, trash receptacles, benches/seating (Circ p.32),
- B. Improve bicycle use as a form of transportation to include investment in bike corrals at key locations or additional bike racks, bike to work events, and additional bike-friendly signage and markings on existing bike racks. Create cost sharing bike rack program with private entities (Circ, p. 32),

- C. Investigate (and if feasible invest in) movable seating at Brackenbury Square to be owned and managed by BDL and invest in improvements to the community experience and usability of the space and stage (A&C, p 27),
- D. Improve entryway signage and wayfinding for downtown, including from the Clearwater Levee Path* (Circ, p.32),
- E. Wayfinding and pedestrian amenities from Normal Hill/LCSC area to downtown attractions, including providing support for trash removal and enhancements to existing routes* (WF, p. 21, Circ p. 30, 32).

Relationship Development and Collaboration

- A. Promote public transportation/connectivity to downtown and engage in the new Transportation Plan (WA, p. 21),
- B. Enhance safety through public awareness campaigns and working with LPD on crosswalk enhancements, usage, and speed limit enforcement (Circ, p. 32),
- C. Collaborate with entities on development of dark fiber (Infr, p.37).

Area 3: Business Promotion & Neighborhood Marketing. Area 3 activities will provide investment to strengthen the current and future businesses with increased revenue, lower vacancy rates, increased longevity, and engagement of downtown for residents and visitors. **Total 2021 BID Budget \$53,500.**

1. Overhaul BDL website to be a one-stop shop and increase social media presence to promote downtown as a place to dine, shop, and visit and downtown Lewiston as a great place to live

Tangible projects:

- A. Customer connections to businesses, events, promotions,
- B. Holiday and spring shopping guides,
- C. Commercial property listings and residential listing contacts,
- D. Available incentives,
- E. Downtown maps for shopping, dining, parking, and public art (A&C, p. 28-29),
- F. Permitting and reservation information for groups planning activities downtown,
- G. Volunteer sign-up through CRM system.

Enhance the current business environment and success through:

Tangible projects:

- A. Expanded marketing outreach of existing special events, both BDL and other entities,
- B. Expansion of Art Walk/First Friday Art Walk, Sound Downtown, Barge-In Music Festival (A&C, p27),
- C. Create one new BDL signature special event,
- D. Expand holiday and spring gift guides and create new year-round shopping events to promote spending in downtown retail and dining establishments,
- E. Partner with Arts & Cultural groups to coordinate periodic meetings and expand programming Downtown & Pioneer Park (AC, p 26-28),
- F. Invest in overhaul of BDL and downtown branding and marketing through collaboration with LC Visitor's Center, Valley Vision, LC Valley Chamber and other potential partners,
- G. Create a downtown music scene to enhance existing events and the downtown dining and shopping experience,

- H. Support LC Valley Visitor Center and Wine Alliance to expand outreach, capacity, promotions & links to tourists,
- F. Investing in additional banners,
- G. Participate in Chamber ribbon cuttings and celebrate and promote milestones of existing downtown businesses,
- H. Develop “\$5 can change your community” quarterly campaign,
- I. Developing electric car charging stations.

Activities to promote district use of Levee:

- A. Work with Army Corps of Engineers to encourage them to make additional investment along the Clearwater Levee Path including additional access to the river, benches, and shade areas (WF, p. 21).

Area 4: BID Administration. Area 4 focuses on providing fiscal transparency and managing communications of the work of BDL. The budget includes a \$7,000 annual fee from the City of Lewiston to bill and collect funds. **Total 2021 BID Budget \$13,000**

1. Legal and Organizational

- A. Ensure Organization is compliant with all applicable laws, including IRS provisions,
- B. Work with the Rate Payer board to Prepare Annual workplan and budget, and present it to the City of Lewiston,
- C. Present Annual Report of activities financed through the BID to City Council,
- D. Provide transparency and reassurance of funds spent through detailed record keeping and book reviews by external CPA.

2. Communication and Outreach

- A. Send quarterly newsletter to all BID members and the BID Advisory Board,
- B. Targeted contacts on topics relevant to stakeholders,
- C. Leverage CRM software to track issues customers/clients care about,
- D. Schedule quarterly meeting to update BDL members and BID Advisory Board on progress of the workplan, news, and events.

3. City, BDL, and Rate Payers Board

- A. Administer and track BID funds (CL, p. 44),
- B. Ensure BID Advisory Board is representative of a diverse nature of BID property owners and meet with them regarding workplans, oversight of funds, and project status.

Downtown Master Plan Legend:

WA – Waterfront Activation
 Circ – Circulation
 CL – Catalytic Leadership

RO – Residential Opportunities
 Infr – Infrastructure

A&C – Arts & Culture
 TCF – Twin City Foods

City of Lewiston

Downtown Lewiston Business Improvement District Advisory Board Bylaws

Article I. Name

The name of this advisory board is the Downtown Lewiston Business Improvement District Advisory Board, hereafter referred to as the "Board".

Article II. Membership

The Board shall consist of seven (7) voting members.

Article III. Officers

A. The officers of the Board shall be a chairperson and vice-chairperson elected from among the Board members at their first meeting and in subsequent years at the first regularly scheduled meeting in January, or at such other time as the Board deems feasible.

B. Officers shall serve a term of one (1) year from the meeting at which they are elected and until their successors are duly elected.

C. The chairperson shall preside at all meetings of the Board, authorize calls for any special meetings, appoint all committees, execute all documents authorized by the Board, serve as an *ex officio* voting member of all committees, and generally perform all duties associated with that office.

D. The vice-chairperson, in the event of the absence or disability of the chairperson or of a vacancy in that office, shall assume and perform the duties and functions of the chairperson.

E. In the event of the absence of the chairperson and vice-chairperson, those Board members present shall elect, by majority vote, a temporary chairperson for that meeting. Should the chairperson or vice-chairperson arrive, the temporary chairperson shall relinquish the chair upon the conclusion of the item of business then in consideration before the Board.

Article IV. Meetings and Minutes

A. All Board meetings shall be governed by the Idaho Open Meetings Law, I.C. §§ 74-201 *et seq.*; and all Board records shall be subject to the Idaho Public Records Act, I.C. §§ 74-101 *et seq.*, and the City of Lewiston records retention schedule.

B. Regular meetings shall be held on an as-needed basis but at least every 3 months at 215 'D' Street or at such other location or time as shall be designated in advance. If a day fixed for a regular meeting falls on a holiday recognized by the City of Lewiston, then such meeting shall be cancelled.

C. Special meetings may be called by a consensus of the Board, the chairperson, or the staff liaison. If the time and place of a special meeting has not been determined at a regular meeting with all Board members present, then a notice of the time and place of the special meeting shall be sent to all Board members as soon as practicable.

D. Unless otherwise provided by law, a quorum for the transaction of business at any meeting shall consist of a majority of the currently appointed voting members of the Board.

E. Meeting minutes of the Board shall comply with Idaho Code Title 74, Chapter 2. Meeting minutes shall be maintained in accordance with the City of Lewiston records retention schedule.

Article V. Rules of Debate

A. *Recognition by chairperson and interruptions prohibited.* A Board member desiring to speak at a meeting shall address the chairperson and, upon recognition by the chairperson, shall confine himself or herself to the question under debate. A Board member, once recognized by the chairperson, shall not be interrupted when speaking.

B. *Call for the question.* A Board member may call for the question upon being recognized by the chairperson. If the motion to call for the question is seconded, debate shall not be allowed, and the motion must be approved by two-thirds (2/3) of the Board members present. If the motion is so approved, the Board shall immediately vote on the underlying question without further debate.

Article VI. Committees

A. As authorized by the Board, the chairperson may appoint committees of one (1) or more Board members and/or members of the community at large, each for such specific purposes as the business of the Board may require from time-to-time. A committee shall be considered to be discharged upon completion of the purpose for which it was appointed and after a final report is made to the Board.

B. All committees shall make a progress report to the Board at each Board meeting.

C. No committee shall have other than advisory powers unless, by suitable action of the Board, it is granted specific power to act.

D. All committee meetings shall be governed by the Idaho Open Meetings Law, I.C. §§ 74-201 *et seq.*; and all committee records shall be subject to the Idaho Public Records Act, I.C. §§ 74-101 *et seq.*, and the City of Lewiston records retention schedule.

Article VII. General

A. *Voting.* An affirmative vote of the majority of all Board members present at the time shall be necessary to approve any action before the Board. A motion shall fail if votes upon such motion are tied. The chairperson may vote upon and may move or second a proposal before

the Board. Unless otherwise provided by law, every Board member present when a question is put forth shall vote for or against the same. Unless excused from voting, if a Board member refuses or fails to vote, and the result of such refusal or failure creates a tie, that Board member's vote shall be counted as an "aye." If a Board member is excused from voting, that member may be counted for purposes of determining a quorum, but shall not be counted toward the minimum number of votes required to pass or reject a motion.

B. *Conflicts of interest.* Board members shall adhere to the applicable provisions in Idaho Code regarding conflicts of interest.

C. *Conflicts.* In the event of a conflict between a provision in these Bylaws, the Lewiston City Code, and/or Idaho Code, the order of priority shall be Idaho Code, the Lewiston City Code, and these Bylaws.

D. *Amendments.* The Board may amend the number of voting members (Article II); when officers will be elected and the duties of additional officers, if applicable (Article III); and the date, time, and location of regular meetings (Article IV) upon majority vote of the full Board; approval from the City Council shall not be required to amend such provisions. However, the remaining provisions of these Bylaws shall not be amended by the Board without prior approval from the City Council.

Article VIII. Specific Responsibilities

A. *Review and make recommendations to the City.* The Board shall review and make recommendations to the Lewiston City Council and, if requested by the City, the business association charged with administering the District, regarding:

1. The District's proposed and actual budgets, expenditures, and programs;
2. The District's special assessments;
3. Early dissolution or extension of the term of the District;
4. Improvements to the administration of the District; and
5. Any other District-related issues.

These Bylaws were adopted by the Board on February 25, 2021.

City of Lewiston Downtown Business Improvement District Advisory Board Operating Policies

The Downtown Business Improvement District (BID) Advisory Board is subject to Idaho Statutes 50-2601, City of Lewiston Ordinance 4792 and City of Lewiston Resolution 2020-39. The most important annual duty of the Board is to provide rate payer input into the Annual Scope of Work prepared by the BID Administrator.

In considering the Scope of Work, the Advisory Board should:

1. Evaluate whether the project(s) is in compliance with the Downtown Master Plan;
2. Evaluate the geographic distribution of future and past projects so that benefit is provided to the entirety of the BID over time;
3. Encourage projects that leverage other non-BID resources;
4. Evaluate whether a project creates a collective economic benefit for members that cannot be reasonably achieved on an individual basis;
5. Ask what is the value added by the project(s);
6. Ask whether the proposed services match the needs of the constituents;
7. Ask whether the profitability of the businesses and the value of properties are advanced;
and
8. Evaluate whether the project(s) will result in safe, clean and inviting public spaces.

A second duty of the Advisory Board is to make recommendations to the City Council on improvements to administration of the district and other district related issues. To that end, the Board should recommend to the BID Administrator through the City Council that clear and current economic goals are adopted. Annual monitoring of goals should be conducted to measure change.

The Board should bring together downtown interests to consider and address area-wide concerns. If appropriate, recommendations shall be forwarded to the City Council.