

**BUSINESS IMPROVEMENT DISTRICT ADVISORY
BOARD**

MEETING AGENDA

THURSDAY, NOVEMBER 18, 2021

8:30 A.M.

**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 Governor Little's Stage 4 Order (issued May 11, 2021), the number of people allowed to attend this meeting in-person will be based upon room capacity for 6-foot physical distancing. Seating will be available on a first-come, first-served basis. All others who wish to observe this meeting may watch and listen to the livestream on their own device(s) by visiting the City of Lewiston's Facebook page or the City's website at cityoflewiston.org. Persons attending this meeting are strongly encouraged to wear a face covering.

I. CALL TO ORDER

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. Comments and questions may be made by:

- ✓ Attending in-person
- ✓ Emailing comments and questions prior to the start of the meeting to lvontersch@cityoflewiston.org or tbrocke@cityoflewiston.org
- ✓ Mailing written comments prior to the start of the meeting to Laura Von Tersch, PO Box 617, Lewiston, ID 83501
- ✓ Calling 208-746-1318 x 7265 and leaving your message. Your comments will then be forwarded to the Business Improvement District Advisory Board.

III. ADOPTION OF AUGUST 19, 2021 MINUTES (ACTION ITEM)

**IV. PRESENTATION BY BEAUTIFUL DOWNTOWN LEWISTON,
WORK ACCOMPLISHED TO DATE (ACTION ITEM)**

V. UNFINISHED AND NEW BUSINESS**A. BOARD MEMBERS****B. STAFF****VI. ADJOURN**

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.

AUGUST 19, 2021

THE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD OF THE CITY OF LEWISTON, IDAHO, met in a meeting Thursday, August 19, 2021, at the Community Development Department Second Floor meeting room. The meeting was called to order at 8:35 a.m.

I. CALL TO ORDER AND INTRODUCTION

BOARD MEMBERS PRESENT: Wendy Price, Chair; Doug Bauer; Michael Follett; Daniel Haines; Joe Strohmaier;

BOARD MEMBERS ABSENT: Dr. Dennis Ohrtman, Vice Chair; Vikky Ross;

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

OTHERS PRESENT: Brenda Morgan, Executive Director Beautiful Downtown Lewiston

II. PUBLIC COMMENTS

None.

III. ADOPTION OF MAY 20, 2021 MINUTES

Board members Bauer and Haines moved and seconded, respectively, adoption of the May 20, 2021 meeting minutes. The motion carried 5-0.

IV. PRESENTATION BY BEAUTIFUL DOWNTOWN LEWISTON, WORK ACCOMPLISHED TO DATE

The new Executive Director of Beautiful Downtown Lewiston Brenda Morgan introduced herself to the Board. Ms. Morgan then provided a summary of the accomplishments achieved by Beautiful Downtown Lewiston since the May 20, 2021 meeting.

Ms. Morgan highlighted accomplishments such as:

- Completion of the downtown shopping/dining/places of interest map, as well as printing, distribution and completion of the google map.
- Completion and distribution to qualified companies for a rebranding of Lewiston and downtown, in partnership with the City of Lewiston.

- An estimate has been received and a plan is in place to clean and resurface the Dancing Kids bronze statue in Brackenbury Square, as well as the 4 Coyotes and Sacajawea Monument in Pioneer Square.
- Planning is in the works with Parks and Recreation for replacement of existing planters, repairs to trash receptacles, and design of additional seating in partnership with Stuart Johnson’s High School.
- A successful return of Crazy Days.

V. UNFINISHED AND NEW BUSINESS

A. BOARD MEMBERS

None.

B. STAFF

Community Development Director Laura Von Tersch informed Board Members that she has been working with a developer regarding the Twin City Foods property.

VI. ADJOURNMENT

The Board adjourned at approximately 9:10 a.m.

RESPECTFULLY SUBMITTED,

ATTEST:

 TANYA M. BROCKE
 RECORDING SECRETARY

 BID ADVISORY BOARD CHAIR

Approved this _____ day of _____, 2021.



November 10, 2021

To: BID Advisory Board

Re: 4th Quarter Updates

This update is being provided to the BID Advisory Board based on the activities and billings since the last meeting on August 19th, 2021. Please be advised that this report will require action on the part of the Board as it contains a workplan revision and budget update.

Highlights of what was accomplished include:

- *Completion of the downtown shopping/dining/places of interest map (enclosed) as well as printing and distribution and completion of the google map. **Map is being updated with new businesses and will be included in a new format in partnership with the Lewiston Tribune and Inland 360. Publication is slated for Plaid Friday on November 26th 2021.***
- *Completion and distribution to qualified companies for a rebranding of Lewiston and downtown, in partnership with the City of Lewiston. **Rebranding has been put on hold due to the election as well as the restructuring of BDL organization and bylaws.***
- *Estimate received and plan is in place to clean and resurface the Dancing Kids bronze statue in Brackenbury Square as well as the Coyotes and Sacajawea Monument in Pioneer Square. The addition of the Pioneer Park statues to the workplan will need to be approved by the BID Advisory Board before this can move forward. The timeframe is early October and bid includes pickup and delivery. City Parks and Recreation will assist with the uninstall and reinstall of the statues. **We have added the additional bronze statue behind the dancing kids as part of this project. Statues are slated to be moved in the next week.***
- *Planning is in the works with Parks and Recreation for replacement of existing planters, repairs to trash receptacles, and design of additional seating in partnership with Stuart Johnson's High School. **Design committee will meet Nov 11th to discuss plans for receptacles, benches and additional needs.***
- *A successful return of Crazy Days. Liberty Theater had over 400 people walk through for tours and it is estimated that over \$2,000 people attended the event. 200 grab and go art projects were handed out to children, thanks to a grant from Idaho Arts. Vendors, downtown retailers and restaurants had record days. **We had Downtown Artwalk in it's most successful year since it's inception. A second Ladies Day out was held with record sales numbers in downtown businesses. Pumpkin Palooza was very well attended and BDL received positive feedback from***

patrons and businesses downtown. We are gearing up for Plaid Friday n November 26th and Small Business Saturday on November 27th to round out this years promotions.

Brenda Morgan has accepted the position of Executive Director effective August 16th. Since then she has hired a part time Events & Promotions Coordinator that has far exceeded her expectations. She also has hired a part time bookkeeper to reorganize the books and make sure we are on track for 2022.

BID assessments are coming in steadily although still roughly around the 10% collection rate where the goal was to be at 5%.

The BDL Board of Directors is working on a budget for 2022 with the new additions in our quickbooks and taking into account the restructuring of events and who can participate. A more thorough update will be included in the next meeting along with financials and targeted goals and tentative deadlines.



Friday, Nov. 26, 2021

Pre-register [HERE](#) to receive your swag bag! Only the first 50 people to register will get a bag full of local goodies!

A 'colorful' alternative to Black Friday

Crowds and stress and waking up at dawn on Black Friday? No thanks!

Why not choose to spend your hard-earned dollars to support your local small-business owners in our Valley instead?

Plaid Friday is the relaxing and enjoyable alternative to the big box store "Black Friday" chaos.

Wear your plaid and visit with our local and independently owned businesses as we kick off the holiday season! Those donning plaid will be eligible for giveaways, discounts, and other fun activities throughout the day at participating locations!

There's something for everyone on your list at one of our locally owned stores. From high-end jewelry, furniture, beer and wine, and custom-made clothing and gifts, to restaurant gift cards, paper products and more, shop local and keep our Valley businesses alive and thriving!

**First stop: Born Again Retail & Consignment
628 Main St. for your Swag Bag!**

Please pre-register [HERE](#) so we'll know you're coming! Stop by Born Again's new location downtown and grab your Swag Bag from us. It holds your map of participating venues, as well as dozens of coupons, discounts and offers. Even the tote bag is plaid!

Wear plaid, save green!

Visit our local and independently owned valley businesses on Friday, Nov. 26th. Those donning plaid will be eligible for giveaways, discounts, and other fun activities! Plus, let's be honest, wearing plaid appeals to our Northern sensibilities. It is warm, approachable, and colorful - just like us.

Need plaid? Shop local!



Join in the fun and grab your plaid gear ahead of Friday. Here are a few stores that have some great choices to help you rock the plaid and enjoy the special offers of Plaid Friday!

- **Born Again, 628 Main St.**
- **Catkin, 814 Main St.**
- **Idaho Memories, 800 Main St. STE 5**
- **The Diamond Shop, 700 Mains St**



Dinner in the Dark is an experiential dinner that challenges attendees to rethink the importance of vision in the food experience.

Upon arrival at the Beautiful Downtown Lewiston's Annual Event, Dining in the Dark, our staff will explain the concept and the dining process will be described in detail. Dinners consist of four courses. With the assistance of our table guides, our guests are blindfolded while food is brought out and eaten. Diners do not know the menu ahead of time, and courses are described by the chef after each course has been eaten along with a ingredient card and image of the plate that was served (don't worry – allergy information is taken into account ahead of time). Each course incorporates a variety of scents and textures to provide a full sensory experience.

BDL Partners have the opportunity to sponsor this event with the following options:

\$1200 Premier Sponsor

- Banner at the event recognizing your business as the Premier Sponsor. (please provide a banner the Friday before the event)
- Prominent logo placement as Premier Sponsor in all publications about the event. (please send high res logo to director@beautifuldowntownlewiston.org)
- Logo on poster to be distributed to local businesses
- Business listed as Premier Sponsor in all radio ads.
- Logo rotated on screens during event
- (4) Four Tickets to main event and After Party
- Logo in Thank You ad

\$600 Major Sponsor

- Inclusion of business logo as Sponsor in all publications about the event. (please provide a banner the Friday before the event)
- Business listed as Major sponsor in rotating radio ads
- Logo on poster to be distributed to local businesses
- Logo rotated on screens during event
- (2) Two Tickets to main event and After Party
- Logo in Thank You ad

\$150 After Party Sponsor

- Inclusion of business name in all publications about the event.
- Logo on poster to be distributed to local businesses
- Logo rotated on screens during event
- (2) Two Tickets to After Party only
- Business name in Thank you ad

You can also choose to sponsor an element of the event:

- \$600 - Limo Ride for 8 people to the event
- \$600 - Check-In Table
- \$500 - Live Auction
- \$400 - Event Photos
- \$300 - Gift Bags for guests

REGISTRATION DEADLINE IS JANUARY 21ST 2022

Follow this QR code for more information on how you can participate and pay for your sponsorship

