

# **BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

## **SPECIAL MEETING AGENDA**

**THURSDAY, FEBRUARY 24, 2022**

**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**

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*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](http://cityoflewiston.org). Persons attending this meeting are strongly encouraged to wear a face covering.*

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- 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](mailto:lvontersch@cityoflewiston.org) or [dortiz@cityoflewiston.org](mailto:dortiz@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 DECEMBER 9, 2021 MINUTES (ACTION ITEM)**
  
- IV. PRESENTATION BY BEAUTIFUL DOWNTOWN LEWISTON, WORK ACCOMPLISHED TO DATE (DISCUSSION)**

**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.

## DECEMBER 9, 2021

THE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD OF THE CITY OF LEWISTON, IDAHO, met in a special meeting Thursday, December 9, 2021, at the Community Development Department Second Floor meeting room. The meeting was called to order at 8:33 a.m.

### I. **CALL TO ORDER AND INTRODUCTION**

*BOARD MEMBERS PRESENT:* Wendy Price, Chair; Dr. Michael Follett; Vikky Ross; Doug Bauer; Daniel Haines

*BOARD MEMBERS ABSENT:* Dennis Ohrtman, Vice-Chair; Joe Strohmaier;

*STAFF MEMBERS PRESENT:* Laura Von Tersch, Community Development Director; Dawn Ortiz, Community Development Specialist;

*OTHERS PRESENT:* Brenda Morgan, Executive Director Beautiful Downtown Lewiston

### II. **PUBLIC COMMENTS**

None.

### III. **ADOPTION OF DECEMBER 2, 2021 MINUTES**

Board members, Ross and Bauer moved and seconded, respectively, the adoption of the December 2, 2021 meeting minutes. The motion carried 5-0.

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

The Executive Director of Beautiful Downtown Lewiston Brenda Morgan provide slides to her December 20<sup>th</sup>, 2021 update presentation to City Council, Revised update with Proposed Scope of Work for 2022, BID Budget, Agreement with Knox Concrete, Brackenbury Square shade update and quote for shade system, benches, receptacles, and planters.

Ms. Morgan informed the board that benches, planters, and trash receptacles are the top three items to have completed. These items are 32 weeks out before being delivered. Ms. Morgan has all items on hold for 15 days and recommends ordering them ASAP. Ms. Morgan informed the board that the Park and Recreation Department is okay

with any contractor BDL chooses. Ms. Morgan has emailed out to contractors in regards to putting up the sunshades. She recommends not having a blue or red-colored shade because it will fade but going with a tan or light brown. Three statues (Dancing Kids, Sacajawea, and the 4 coyotes at Pioneer Park) are scheduled to be pulled, shipped for cleaning, and resurface. Statues will be placed on new cement pads that will allow for easier removal in the future.

Board member Haines asked if Knox Concrete was the only one who bid on the project. He also had concerns about the color of trash receptacles and if benches will be the same color as the receptacles. Board member Haines also recommended choosing a sunshade color that will not fade over the years.

Ms. Morgan stated Knox Concrete and K & G Construction were the only contractors that responded. Ms. Morgan stated receptacles will be blue, they already have about 4 or 5 off-colored ones that they will be using, benches will be black or blue and the planters will be black.

Board member Ross informed the Board that they had a red awning on an existing building they own and the maintenance to clean and preserve was not ideal.

Ms. Morgan will be presenting to City Council on December 20<sup>th</sup>, 2021, and will provide a full PowerPoint to Ms. Von Tersch.

Board member Ross asked if Board Members should attend the December 20<sup>th</sup>, 2021 City Council meeting.

Ms. Von Tersch stated Ms. Morgan can handle the presentation, but if members wanted to attend they were more than welcome to.

Board Members Bauer and Haines moved and seconded, respectively, the work plan for Beautiful Downtown Lewiston.

**V. UNFINISHED AND NEW BUSINESS**

**A. BOARD MEMBERS**

None

**B. STAFF**

None.

**VI. ADJOURNMENT**

The Board adjourned at approximately 8:52 a.m.

RESPECTFULLY SUBMITTED,

ATTEST:

\_\_\_\_\_  
RECORDING SECRETARY

\_\_\_\_\_  
BID ADVISORY BOARD CHAIR

Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2021.



February 17<sup>th</sup>, 2022

To: BID Advisory Board

Re: 1<sup>st</sup> QTR Update 2022

This update is being provided to the BID Advisory Board based on the activities and billings since the last meeting on December 9<sup>th</sup>, 2021.

Amount Billed: 151,986.26

Accounts Receivable as of 1/31/22: 12,466.31 (8.2% uncollected)

Lien Receivable as of 1/31/22: 3,465.62 (2.3% uncollected)

Total Uncollected: 15,931.93 (10.5%) uncollected

Please remember the ordinance provides that any amount more than 30 days outstanding can be certified to the Nez Perce County Tax Collector as a tax assessment. The amount listed above as the lien receivable is what was certified to the tax collector on August 1st for tax assessment. We can only certify one time a year so this only included outstanding bills for the due dates of 3/1/21 and 6/1/21. The amount listed above as the accounts receivable is the amounts outstanding for the due dates of 9/1 and 12/1.

The amount originally certified to the tax collector was 7,257.18 but just last week we received from the County 3,791.56 in collections from tax assessments.

Area	Approved 3/2021 (95%)	New Budget 8/2021 (90%)	2021 YTD EXPENDED	New Budget 1/2022 (90%)
Area 1: Commercial, Residential, and Public Investment	\$25,000	\$20,236	\$2408	\$18,000
Area 2: Neighborhood Improvements	\$51,000	\$48,000	\$44,181	\$48,000
Area 3: Business Promotion & Neighborhood Marketing	\$53,500	\$48,000	\$14,195	\$35,000
Area 4: BID Administration	\$13,000	\$18,764	\$20,570	\$25,000
<b>Totals</b>	<b>\$142,500</b>	<b>\$135,000</b>	<b>\$81,354</b>	<b>\$126,000</b>

Progress on other activities is below in *italics*, items that are highlighted are slated for further discussion at the next advisory committee meeting in February pending more detailed information:

**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 2022 BID Budget \$18,000**

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, *working collectively with Valley Vision, CEDA, SBDC, Wine Alliance, Chamber and Visit LC Valley to communicate needs and disperse information on availability.*
- C. Expansion of the Properties with Possibilities and Loft Tours. *We have increased our budget for both of these events in order to get more resources for media coverage as well as updated print materials. Tami Meyers, the chair of our Economic Vitality Committee, is taking the lead on making these events successful.*

Relationship Development and Collaboration

- A. Developing relationships with developers 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 – *Following the lead of Public Works Director, Dustin Johnson on the “Plan of Plans” as well as other organizations involved in some of the many projects in the grand scheme of things.*
- 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, *the organization has been looking over plans for Community Park and how we can support the efforts as well as provide communication as it unfolds.*
- 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 - Project has reached phase 2 with the steering committee. Meetings with Mayor Johnson, Dodd Snodgrass, Melinda Rose & Dan Marsh have directed us to the next steps needed. It has been recommended that the City purchase the building so that we can move forward with mock ups and a bid for construction.
- B. Work with building owners on downtown vaults. This is in conjunction with the planning process that Public Works director Dustin Johnson is working on. Information on infrastructure needs to be evaluated before we can move forward.

**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 2022 BID Budget \$48,000.**

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), - items are secured and are approximately 4-6 months out for delivery. We will work on installation with the City once items are closer to delivery. They will be delivered to the Parks & Rec warehouse on Warner until installation can be completed.
- 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) – the Design Committee has decided to focus our efforts on updating the sound system, sunshades and focused use of the storage facilities in Brackenbury Square.
- D. Improve entryway signage and wayfinding for downtown, including from the Clear Water Levee Path\* (Circ, p.32) - Design Committee to address types of signage and update landmarks to what is currently available, also add directions to waterfront from paths. This signage is proposed to hang from the smaller light posts that are owned by the city instead of the ones that are owned by Avista.
- 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). – this items had been moved to the agenda for the Design Committee on March 17<sup>th</sup>.
- F. Clean and resurface 4 coyote and Sacajawea statues in Pioneer Square. Bid was received and accepted from K&G Construction. Work will be done by K&G as well as KNOX Concrete. Statues have been removed and are currently being stored in a warehouse owned by K&G in N. Lewiston. The Foundry has been contacted and will give us a timeline on when they are open to pick them up to start work.

Relationship Development and Collaboration



- A. Promote public transportation/connectivity to downtown and engage in the new Transportation Plan (WA, p. 21), - *BDL submitted comments on the Transportation Plan*
- B. Enhance safety through public awareness campaigns and working with LPD on crosswalk enhancements, usage and speed limit enforcement (Circ, p. 32), - *Item has been moved to the March 17<sup>th</sup> Design Committee meeting to allow for adjustment at City Hall as well as pending information from our directors.*
- C. Collaborate with entities on development of dark fiber (Infr, p.37). – *fiber is installed when street projects happen but is in the plan with Public Works. Will have a better overview once the “Plan of Plans” has more direction.*

**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 \$35,000**

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, - *working with Lewiston Tribune on Spring Shopping Guide design and distribution. BDL will start collecting assets for the guide to start building a proof.*
- C. Commercial property listings and residential listing contacts, - *in progress by Economic Vitality Committee. Working with Tami Meyers to create a way to have current listings with appropriate information available on the BDL website.*
- D. Available incentives – *in progress by Economic Vitality Committee along with property listings.*
- E. Downtown maps for shopping, dining, parking and public art (A&C, p. 28-29), - *This project has been put on hold until more resources can be made available and current information is gathered from the permitting office to update a new or current map.*
- F. Permitting and reservation information for groups planning activities downtown.
- G. Volunteer sign-up through CRM system. - *NEON CRM is being updated as events and volunteer opportunities arise.*

Enhance the current business environment and success through:

Tangible projects:

- A. Expanded marketing outreach of existing special events, both BDL and other entities – *partnering with KLEW, local radio and Tribune to expand our communications for each event.*
- B. Expansion of Art Walk/First Friday Art Walk, Sound Downtown, Barge-In Music Festival (A&C, p27), - *forming new artist coalition with the Center for Arts & History for Artwalk and expanding our Sound Downtown event to include regional artists.*
- C. Create one new signature special event, - *Dinner in the Dark, March 19<sup>th</sup> 2022. We are still looking for sponsors of this event. Minimal tickets left to sell.*

- D. Expand holiday and spring gift guides and create new year-round shopping events to promote spending in downtown retail and dining establishments, - working with Lewiston Tribune on Spring Shopping Guide design and distribution.
- E. Partner with Arts & Cultural groups to coordinate periodic meetings and expand programming Downtown & Pioneer Park (AC, p 26-28), - in progress along with Historic Preservation and Center for Arts & History
- F. Invest in overhaul of BDL and downtown branding and marketing through collaboration with potential partners, -
- G. Create a downtown music scene to enhance existing events and the downtown dining and shopping experience, - in progress with 8 Friday's of Sound Downtown for 2022 highlighting local and regional musicians.
- H. Support LC Valley Visitor Center and Wine Alliance to expand outreach, capacity, promotions & links to tourists, - currently in progress along with the Valley Coalition group.
- G. Investing in additional banners, - addition of hardware on city owned light poles to include more banners as well as utilizing the swag lines down main to promote business events throughout the year.
- H. Participate in Chamber ribbon cuttings and celebrate and promote milestones of existing downtown businesses, -
- I. Develop "\$5 can change your community" quarterly campaign, - currently in progress in alignment with CEDA and the SBA groups.
- J. Developing car charging stations. –

Activities to promote district use of Levee:

- A. Work with Army Corps of Engineers to encourage them to make additional investment in 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 \$25,000**

1. Legal and Organizational – BDL updated their bylaws last month to move from membership to partnership (inclusive) and is working on a more detailed budget and spending guidelines for BID funds

- A. Ensure Organization is compliant with all applicable laws, including IRS provisions,
- B. Prepare Annual workplan and budget, present 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 - working with Carol Mauer at the City on helping to get information out and a regular schedule for newsletters. Ratepayer update will be sent out March 1<sup>st</sup> 2022

- A. Send monthly newsletter to all BDL 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 – YTD reporting during annual meeting presented on February 15<sup>th</sup> 2022

- D. Schedule quarterly meeting to update BDL members and BID Advisory Board on progress of the workplan, news, and events. – *on-going*

3. City, BDL, and Rate Payers Board - *on-going*

- 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