



DNA Regular Meeting Minutes
Nampa Development Services Center
500 12th Ave S
January 11, 2025
7:30am

Call to Order

Roll Call: Beatrix Westmorland, Julie Vincent, Michael Vernor, Skee Wood, Clayton Borah

Guests: Amber Bothwell, Carter Ballenger, Oscar Diaz, Mayor Kling, Amy Bowman, Lance Hancock

(1) Minutes

- a. **Action Item:** Approve November 12, 2024 meeting minutes
 - **MTA:** Wood, 2nd Westmorland. Motion passed.

(2) Reports

- a. Financials
 - i. **Action Item:** Approve November financials as presented
 - **MTA:** Westmorland, 2nd Vincent. Motion passed.
 - ii. Collection's report
 - Some additional monies have continued to be collected

(3) General Reports

- a. City/Manager Report:
 - i. Filled our top 3 sponsorships and still talking to others
 - ii. Fees collected since October: \$53,399
 - iii. Had an incident with a broken grease trap that hadn't been emptied on over a year. Need an education campaign for downtown cleanup. Amber will work with pretreatment and stormwater to provide training.
 - iv. Design could participate in the conversation about resurfacing wall street.
 - v. This coming Monday a request is going before the city council requesting funding for Christmas Lights downtown.
 - vi. Christmas Tree is now definitively moving to Lloyd Square. There is another request at city council to round out lighting for the new location.
 - vii. There is a conditional use permit being reviewed tonight to put a collection of beauty shops in the Bell events center.
 - We need to be aware of oversaturation, but we also want to allow that building to be filled.
 - The current use as an event center has caused behavior concerns in the past
- b. Design Report
 - i. Focusing on some outdoor light strings first
 - ii. Discussion of reviewing the city's long term design plan
 - iii. Meeting each 4th Thursday at 10:30
 - iv. Concern with lack of funding for maintenance.



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- Discussion: Some funding is earmarked and cannot be reallocated. New developments are privately funded. Refurbishments are in development with the implementation plan.
- c. Economic Vitality
- i. Meeting every 3rd Wednesday at noon
 - ii. Working to drive more collaboration outside of events, e.g. passport program.
 - iii. Looking for data – a summary of who is coming downtown as recruitment packet.
 - We’ve heard recommendations in the past on collecting credit card data
 - There is some available cell phone data that works similarly
 - iv. Looking forward to going to Philly to see where others are focusing
 - v. Building a 12-month work plan
 - vi. Looking to collab with specific local influencer
- d. Promotions Report
- i. Implementing revenue sharing for event food vendors at 9%
 - ii. Considering higher percentage for ticketed events
 - iii. They will create a new agreement form to reflect the new rev share
 - iv. Leaning toward using a DJ for more or most events to keep people moving, rather than sitting down and listening to the band. It will also let us keep the road open longer with quicker setup.
 - v. Considering smaller food-based events in Lloyd Square
- e. Organization Report
- i. Worked on Social Media contract and will bring it to the board next month
 - ii. Worked on Board of Directors application and Criteria for the next meeting also
- (4) Old Business**
- a. N/A
- (5) New Business**
- a. Approve new board member: Lance Hancock
 - i. MTA: Westmorland, 2nd Wood. Motion passed.
 - b. Action Item: Exempt BID fee located at 0 13th Ave South
 - i. Motion: In this unusual situation, we will exempt parcel 1336011 located at 0 13th Ave South due to the fact that it has been zoned as a separate parcel, even though it is physically adjacent to and occupied by a current, paying member.
 - ii. MTA: Westmorland, 2nd Hancock. Motion passed.
 - iii. Motion Passed Unanimously
 - c. Social Media Contract Discussion:
 - i. The OC is working to clarify the social media contract and how it relates to both events and the greater downtown needs. They will be reviewing that and bringing a recommendation to the board next week.
 - d. Director Applications and Criteria
 - i. The OC has a draft that they will bring to the next board meeting.



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(6) General Discussion

- a. Main Street Conference
 - i. Borah and Westmorland will be attending with Bothwell.
 - ii. There will be lots to report when they come back
- b. Downtown Merchant's Meeting 1st Thursday 8:30 LeBaron's Café
 - i. Only two at the last meeting, but they felt positively about the changes
 - ii. Vernor will recruit for committee members
 - iii. Diaz has attended in the past and they have direct access to Debbie @ Idaho Press

(5) Announcements

- 5.1 Next Regular Board Meeting March 11, 2025, 7:30am – Nampa Development Services Center

Adjournment 8:44am