

## Executive Committee Members

Kelsey Holder  
Mike Smith  
Charlie Long  
Kara Medrano  
Steve Cherry  
Ana Paz

City Staff:  
Lisa Holland (Chair)  
Mayor Stear  
City Clerk (Secretary)



## CITY OF KUNA

**Kuna City Hall Conference Room, 751 W 4th Street, Kuna, Idaho 83634**

### **Kuna Economic Development Committee**

#### **AGENDA**

**Thursday, March 12, 2020**

**12:00 P.M. – 1:00 P.M.**

1. Welcome & Lunch
2. Economic Development Update – Lisa Holland, Economic Development Director
3. Update on Urban Renewal Eligibility Study
4. Incubator Discussion
5. Strategic Plan
6. Discussion & Questions
7. Adjournment

### **Kuna Economic Development Executive Committee**

#### **AGENDA**

**Thursday, March 12, 2020**

**1:00 P.M. – 1:45 P.M.**

1. Consideration to Approve Minutes from January 9, 2020 Economic Development Committee Meeting
2. Feedback on Incubator Concept
3. Strategic Plan Document – Assigning Tasks and Evaluating Next Steps
4. Setting Next Date for Meeting
5. Adjournment

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### Kuna Economic Development Executive Committee MINUTES

Thursday, January 9, 2020

11:40 A.M. – 11:50 A.M.

*Executive Committee Members Present:* Kara Medrano, Kelsey Holder, Mike Smith, Ana Paz, Lisa Holland

*Executive Committee Members Absent:* Steve Cherry and Charlie Long

1. Officer Elections (Vice-Chair): Meeting called to order at 11:40 am.

**Committee Member Mike Smith nominated Kara Medrano to serve as Vice Chair. Committee Member Kelsey Holder seconded the nomination. 5-0-2. Committee Members Steve Cherry and Charlie Long were absent.**

2. Setting Next Date for Meeting:

Next meeting date was tentatively scheduled for February 13<sup>th</sup> at Noon.

3. Adjournment at 11:50 am.

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Lisa Holland, Chair

ATTEST:

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Kara Medrano, Vice Chair

*Minutes prepared by Ariana Welker, Deputy City Clerk and Lisa Holland, Chair  
Date Approved: February 10, 2020*

**Kuna Economic Development  
UPDATE  
Thursday, January 9, 2020  
12:00 P.M. – 1:00 P.M.**

*Economic Development Meeting Attendance:* Ana Paz (Enrique's), Kara Medrano (First Interstate Bank), Kelsey Holder (Farmers Insurance), Chris Bruce (Premier Mortgage Resources), Kent Goldthorpe (ACHD), Randy Shroll (Idaho Commerce), Lamar Settlemeirs (Edward Jones), Charlie Long (Ridley's), Mike Smith (SPI Transportation), Karri Keller (Kuna Chamber), Julie Roberts (First Interstate Bank), Lisa Holland (City of Kuna)

**1. Welcome & Lunch**

**2. Economic Development Update – Lisa Holland, Economic Development Director**

- a. Lisa Holland explained that the City just passed an ordinance officially establishing the executive committee, and that there are six business members appointed to that committee. There may be some additional focus group meetings with those members, and the format of the committees moving forward will be more interactive.
- b. Lisa gave an overview of upcoming travel this year. She is planning to travel to Biloxi, Mississippi in May 2020 for the Industrial Asset Management Council. The IAMC is holding their Fall Conference for 2020 in Boise, so we get the opportunity to go to the Spring conference to promote ours for the Fall. This is an organization of corporate site selectors, and corporate real estate users and should give us a great opportunity to be connected. She is also planning to return to the International Council of Shopping Center's (ICSC) Retail tradeshow (RECON) in May to talk with national retailers about considering Kuna. It's also her intent to complete her certification for economic development this summer at the IEDC conference.
- c. Project Updates: Lisa gave a brief project update and shared that there are many prospects in the restaurant space as well as manufacturing. She also shared a report showing a retail marketplace profile for Kuna (see attached), and shared some numbers about building activity in 2019. The City issued 699 residential permits, and 16 commercial permits.

**3. Update on Urban Renewal Eligibility Study**

- a. Lisa shared a draft copy of the eligibility study maps for the proposed urban renewal district. JUB Engineers are moving forward in the evaluation of these districts and we will likely talk about next steps in February.

**4. Entrepreneurship Training for 2020**

- a. Lisa proposed two options for a training series for 2020. The Idaho Women's Business Center proposed a partnership to help facilitate their 4-week program for entrepreneur's which also comes with a subscription to LivePlan for participants. They also have a one-day workshop upcoming called Connect the Dots in February (information on their website).

- b. The other option is to just do a few workshops this year relative to what the businesses in our community are most interested in. Prior to the conversation with the Women's Business Center, the City was planning to put on a 2-part marketing Bootcamp and bring in a few subject matter experts:
  - i. Telling your Story: General Marketing Tactics & PR
    - 1. Finding your Why
    - 2. Understanding your customer and your audience
    - 3. How to Tell a compelling story
  - ii. Marketing: Social Media & Web Strategy
    - 1. Social Media Strategies for Small Businesses
    - 2. Elements of Branding
    - 3. Visual Tools to help with marketing (Canva, Weebly, etc.)
    - 4. Tools, Tricks and Tips: How to be cost effective in websites, design and advertising.
- c. The committee recommended moving forward with doing the Marketing Bootcamp in March and exploring the partnership with the Women's Business Center for next year. Lamar also offered to host a retirement planning workshop for businesses this year, and we will work closely with the Chamber, the School District to facilitate some adult education courses in 2020.

## 5. Goals for 2020 & Strategic Plan

- a. Lisa Holland opened the discussion to the committee on what they would like to specifically achieve through this group. Feedback included interest in pursuing the Urban Renewal District, sharing information that gives a future view of how the City is going to grow, interest in the Incubator Concept, and conversations about development applications that have commercial components. Committee members also expressed their interest in being a participant to help support the efforts of the Economic Development Department.
- b. Lisa shared some materials that show a framework for how to create an action plan for the committee. She will work with the Executive Team in February to propose a plan for discussion in March's meeting where we can ask for people to take on tasks and establish timelines.

## 6. Discussion & Questions

## 7. Adjournment: 12:50 P.M.



# Retail MarketPlace Profile

Polygon 2  
Area: 76.21 square miles

Prepared by Esri

## Summary Demographics

2019 Population	28,406
2019 Households	8,276
2019 Median Disposable Income	\$52,244
2019 Per Capita Income	\$21,049

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$240,611,072	\$66,204,380	\$174,406,692	56.8	52
Total Retail Trade	44-45	\$216,865,547	\$55,113,820	\$161,751,727	59.5	37
Total Food & Drink	722	\$23,745,525	\$11,090,561	\$12,654,964	36.3	15

## 2017 Industry Group

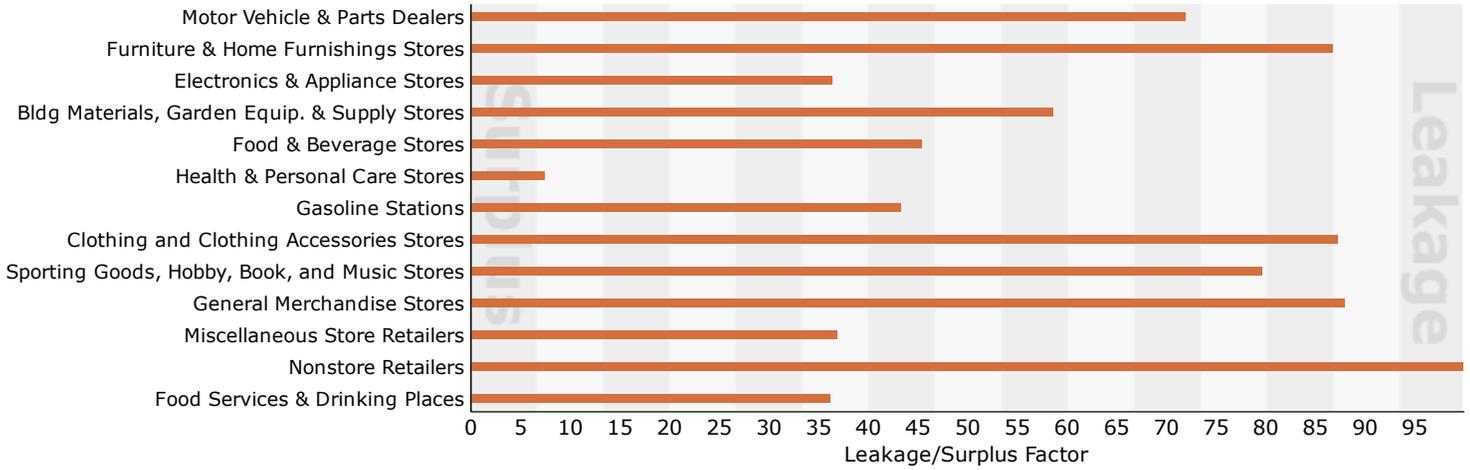
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$47,425,179	\$7,692,414	\$39,732,765	72.1	6
Automobile Dealers	4411	\$35,775,307	\$1,677,066	\$34,098,241	91.0	2
Other Motor Vehicle Dealers	4412	\$6,740,313	\$0	\$6,740,313	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,909,559	\$5,863,209	-\$953,650	-8.9	4
Furniture & Home Furnishings Stores	442	\$7,135,533	\$502,113	\$6,633,420	86.9	1
Furniture Stores	4421	\$4,506,172	\$0	\$4,506,172	100.0	0
Home Furnishings Stores	4422	\$2,629,361	\$502,113	\$2,127,248	67.9	1
Electronics & Appliance Stores	443	\$6,868,929	\$3,188,715	\$3,680,214	36.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,747,839	\$3,842,389	\$10,905,450	58.7	4
Bldg Material & Supplies Dealers	4441	\$13,378,458	\$3,842,389	\$9,536,069	55.4	4
Lawn & Garden Equip & Supply Stores	4442	\$1,369,380	\$0	\$1,369,380	100.0	0
Food & Beverage Stores	445	\$33,460,090	\$12,539,846	\$20,920,244	45.5	7
Grocery Stores	4451	\$30,035,857	\$10,764,255	\$19,271,602	47.2	3
Specialty Food Stores	4452	\$1,892,062	\$757,791	\$1,134,271	42.8	3
Beer, Wine & Liquor Stores	4453	\$1,532,171	\$1,017,800	\$514,371	20.2	1
Health & Personal Care Stores	446,4461	\$9,875,108	\$8,481,849	\$1,393,259	7.6	3
Gasoline Stations	447,4471	\$25,859,703	\$10,176,819	\$15,682,884	43.5	2
Clothing & Clothing Accessories Stores	448	\$7,982,063	\$530,388	\$7,451,675	87.5	1
Clothing Stores	4481	\$5,003,626	\$0	\$5,003,626	100.0	0
Shoe Stores	4482	\$1,091,681	\$0	\$1,091,681	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,886,757	\$530,388	\$1,356,369	56.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$8,607,091	\$973,958	\$7,633,133	79.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,660,421	\$973,958	\$6,686,463	77.4	1
Book, Periodical & Music Stores	4512	\$946,670	\$0	\$946,670	100.0	0
General Merchandise Stores	452	\$44,394,341	\$2,812,950	\$41,581,391	88.1	2
Department Stores Excluding Leased Depts.	4521	\$31,337,593	\$0	\$31,337,593	100.0	0
Other General Merchandise Stores	4529	\$13,056,748	\$649,217	\$12,407,531	90.5	2
Miscellaneous Store Retailers	453	\$9,032,960	\$4,148,753	\$4,884,207	37.1	7
Florists	4531	\$270,491	\$218,447	\$52,044	10.6	1
Office Supplies, Stationery & Gift Stores	4532	\$1,937,099	\$1,096,204	\$840,895	27.7	1
Used Merchandise Stores	4533	\$1,624,405	\$444,216	\$1,180,189	57.1	2
Other Miscellaneous Store Retailers	4539	\$5,200,965	\$2,389,886	\$2,811,079	37.0	3
Nonstore Retailers	454	\$1,476,712	\$0	\$1,476,712	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$979,192	\$0	\$979,192	100.0	0
Vending Machine Operators	4542	\$124,847	\$0	\$124,847	100.0	0
Direct Selling Establishments	4543	\$372,673	\$0	\$372,673	100.0	0
Food Services & Drinking Places	722	\$23,745,525	\$11,090,561	\$12,654,964	36.3	15
Special Food Services	7223	\$151,337	\$0	\$151,337	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$598,574	\$1,306,100	-\$707,526	-37.1	2
Restaurants/Other Eating Places	7225	\$22,995,614	\$9,784,461	\$13,211,153	40.3	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

December 18, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

