

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

*****NOTICE*****

Special Meeting

Kuna Economic Development Executive Committee

AGENDA

Thursday, March 12, 2020

12:00 P.M. – 1:00 P.M.

***Under authority of the Governor's partial Open Meeting Law Suspension Proclamation dated
March 13, 2020:***

City Hall is closed to the public.

Public Attendance Option is Phone-In.

Phone-In Instructions:

Members of the public may join the conference call for the April 9, 2020 Kuna Economic Development Executive Committee Special Meeting by dialing 1.515.604.9630 a few minutes before 12:00 P.M. and using Access Number 655-547.

Everyone will be connected when the meeting starts.

- 1. Consideration to Approve Minutes from March 12, 2020 Economic Development Committee Meeting**
- 2. Incubator Concept Next Steps**
- 3. Resources for Community on Covid-19 recovery for Small Businesses**
- 4. Committee Updates**
- 5. Adjournment**

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Kuna Economic Development Committee

Update Summary

Thursday, March 12, 2020

12:00 P.M. – 1:00 P.M.

Economic Development Meeting Attendance: Charlie Long (Ridley's), Lisa Holland (City of Kuna), Steve Cherry (C.S. Beef), Lamar Settlemeirs (Edward Jones), Kelsey Holder (Farmers Insurance), Dave Reinhart (Kuna School District), Cindy Giesen (Community Member), Chris Bruce (Premier Mortgage Resources), Tayler Tibbitts (Empire Title & Escrow), Mayor Stear (City of Kuna), Phil Roberts (Fire Chief), Kara Medrano (First Interstate Bank), Damon Van Gerpen (Group One), Randy Shroll (Idaho Commerce), Blake Watson (Idaho Power), Ana Paz (Arrived late, Enrique's)

1. Welcome & Lunch

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

- a. Primary Health had a groundbreaking this week (March 10th), Wendy's and Cap Ed plan to break ground in April.
- b. There has been a high interest in manufacturing projects considering the Valley. We hosted a site visit in February for a large company (high-tech manufacturing), we have another project interested in a 15-acre site for Wood Product Manufacturing facility. We also submitted Kuna for business looking for a 150k office building. We missed the ability to submit for another large technology user (because they were only considering parcels annexed with services). Our challenge continues to be having shovel ready sites and availability.
- c. Several small business events coming up (see attached marketing flyer). Need Help from ED Committee spreading the word about marketing bootcamp. Have 4 signed up currently.
- d. SBA offers additional training classes and resources. We could have a partnership with the Chamber to host these, but would we like to explore additional trainings for this year? The committee showed interest, and the Chamber/City will coordinate with the SBA to consider some potential dates for trainings.
- e. Legislative Updates: Gave a brief overview of a few bills being considered by the legislature related to economic development: Data Center Bill, Urban Renewal Bill, Property Tax Changes & Small Employer Incentive (Idaho Business Advantage)

NOTICE: Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the City Clerk's Office at 922-5546. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at 922-5546 at least forty-eight (48) hours prior to the meeting to allow the City to make reasonable arrangements to ensure accessibility to this meeting.

Program).

3. Update on Urban Renewal Eligibility Study

Appointing Board Members to URA in March. We have completed a draft Eligibility Study for District 1, and plan to present that to council for consideration in April along with first official board meeting. Next steps would be for the Board of Commissioners to create a district plan.

4. Incubator Discussion

a. Shared slides with the committee about an incubator concept we are proposing for Kuna to have 8-10 sheds converted as a retail pop-up in downtown Kuna utilizing the 4th Street Gym outdoor courtyard. A similar concept to look at is the Tionesta Market Village or Muskegon Michigan. We talked with school district and they have general support for letting us use the 4th street gym, and City council gave a nod of approval.

b. Several things we need to establish:

i. Criteria for companies to participate? Does ED Committee go through applications and approve?

ii. Application & Contract for vendors

iii. Site Plan work: Design Colors, Style, Configuration. Budget is \$100k for everything. Units cost approx. 6-8k each.

iv. Move forward with Tough Sheds and work with contractor/public works dept to build out units?

v. Next Steps – going to work internally to establish agreement, marketing materials, and an application form for potential vendors. Executive Committee will work more closely with Lisa Holland on next steps.

5. Strategic Plan

Shared a draft strategic plan based on feedback from October 2019 work session. Need to spend more time on education/workforce section and happy to take feedback from anyone. We will work with the executive committee on other priorities that we need to add for 3-year priorities.

6. Discussion & Questions

Kelsey Holder gave an update on the Ada County Fairgrounds Conversation. There are several options of what to do next which include keeping the property as it exists today, selling part of the ground, or relocating the fairgrounds entirely. Kelsey will keep the group informed of next steps.

7. *Adjournment at 1:05 PM*

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Kuna Economic Development Executive Committee MINUTES

Thursday, March 12, 2020
1:00 P.M. – 1:45 P.M.

Meeting Called to Order at 1:10 PM

Executive Committee Members Present: Steve Cherry, Kelsey Holder, Lisa Holland, Charlie Long, Kara Medrano, and Ana Paz

Executive Committee Members Absent: Mike Smith

1. Consideration to Approve Minutes from January 9, 2020 Economic Development Committee Meeting:

Committee Member Medrano moved to approve the January 9, 2020 minutes. Seconded by Committee Member Holder. Motion carried 6-0-1. Committee Member Smith was absent.

2. Feedback on Incubator Concept:

Committee shared enthusiasm over incubator concept and talked about many items to include in next steps (Lighting, Façade, Differentiation of units, Insurance, etc). Steve Cherry and Kelsey Holder volunteered to assist in helping with the shed purchase and configurations.

3. Strategic Plan Document:

Assigning Tasks and Evaluating Next Steps: Committee will review the document distributed, and will share any changes to Lisa Holland by next meeting.

4. Setting Next Date for Meeting:

Committee set an additional meeting date of April 9th at noon at Enrique's to further discuss Incubator Concept and next steps.

5. ***Adjournment at 1:45 PM***

Lisa Holland, Chair

ATTEST:

Kara Medrano, Vice Chair

*Minutes prepared by Ariana Welker, Deputy City Clerk and Lisa Holland, Chair
Date Approved: May 14, 2020*

UPCOMING TRAININGS & EVENTS IN KUNA! SAVE THE DATE!



April 1st & April 8th from 6:00 - 8:00 pm

A 2-PART SERIES

HOW TO TELL & SHOW YOUR BRAND STORY

Part 1: April 1st - Red Sky Guest Speakers Julie Chigbrow & Bryan Escobedo

Location: Meridian City Hall (1st Floor)
Connecting With Your Audience Through Social Media

- 1) Identifying your target audience
- 2) Choosing the right social media channels
- 3) Strategies and tools to reach your audience

QUESTIONS? CONTACT:

Lisa Holland
Economic Development Director
City of Kuna
lholland@kunaid.gov
(208) 559-5926

Tori Cleary
Economic Development Administrator
City of Meridian
vcleary@meridiandcity.org
(208) 489-0537



Part 2: April 8 - Rizen Creative Guest Speaker Ron Baker

Location: Kuna City Hall
**Connecting Your Voice Through
Consistency of Brand Application**

- 1) What is the meaning of brand / you don't own your brand
- 2) Being authentic and living your story
- 3) Consistency of your brand's applications
- 4) Extending your voice through external various media

rizencreative



PRESENTED BY:

City of Kuna & City of Meridian

SUPPORTED BY:

Kuna Chamber of Commerce
Meridian Chamber of Commerce



Cost:

\$15 Per Session or
\$25 for Both

Chamber Member?
Discount Rate of \$20 for both sessions.

Register: www.KunaCity.ID.gov

KUNA CHAMBER BUSINESS SHOWCASE MAY 2, 11:00 AM - 2:00 PM



Join us for the KUNA CHAMBER BUSINESS SHOWCASE

FREE
ENTRY

May 2, 2020
11am - 2pm

Ridley's Family Market

1403 N Meridian Rd. Kuna, Id 83634

Have a fun day out and enjoy learning about our local businesses and a chance to win some prizes.

Food Vendors

Treasure Valley Tropical Sno

Dawson Corn Dogs

A3 Catering

Sponsored by: Farmers Insurance and Initial Point Real Estate

Join in the fun with a jump house for the kids and face painting.



*For businesses that want to have a booth
deadline is April 18th, 2020 by noon.



KUNA DAYS!

AUGUST 7-8, 2020



2 FULL DAYS OF FUN AT BERNIE FISHER PARK

Kuna Days is an **annual tradition** that happens the first full weekend in August. Kuna Days starts at 4pm on Friday afternoon with live music and vendors at the Bernie Fisher Park, the evening is ended with a family movie at the city baseball fields around dusk.

Saturday morning starts off with the Boy Scouts Pancake Breakfast and Kuna Days Fun Run (8am) with the big parade down Main Street at 10am sharp.

11am-4pm is a free kids carnival in the East Baseball Field. With Live Entertainment all day long, we will be ending our weekend with our **AMAZING KUNA DAYS FIREWORKS SHOW!**

There are also many other community events happening at the same time with fun for the entire family!

For more information please visit www.kunachamber.org events page. Or contact **Karri Keller with the Chamber** at info@kunachamber.com or 208-922-9254.



- **20 Food Vendors**
- **60+ Retail Vendors**
- **Live Entertainment**
- **Beer Garden**
- **Family Movie Night**
- **Fun Run 5k**
- **Parade**
- **Cornhole Tournament**
- **Kids Carnival**
- **Petting Zoo & Pony Rides**
- **Plus much more!**

COME SEE THE BEST FIREWORKS SHOW IN THE VALLEY!

KUNA JOB FAIR

JUNE 11, 3:00 PM - 7:00 PM

PARTICIPATING BUSINESSES:

- | | |
|---------------------------------------|------------------------|
| ADALANT | Alpha Pest Control |
| City of Kuna | Les Schwab |
| Smoky Mountain Pizza | Ridley's Panda Express |
| CS Beef Packers | More to Come... |
| Excellent Quality Commercial Cleaning | |
| K.I.D.S. Independent Day School | |

QUESTIONS? CONTACT:

Michelle Foster
michellefoster@financialguide.com

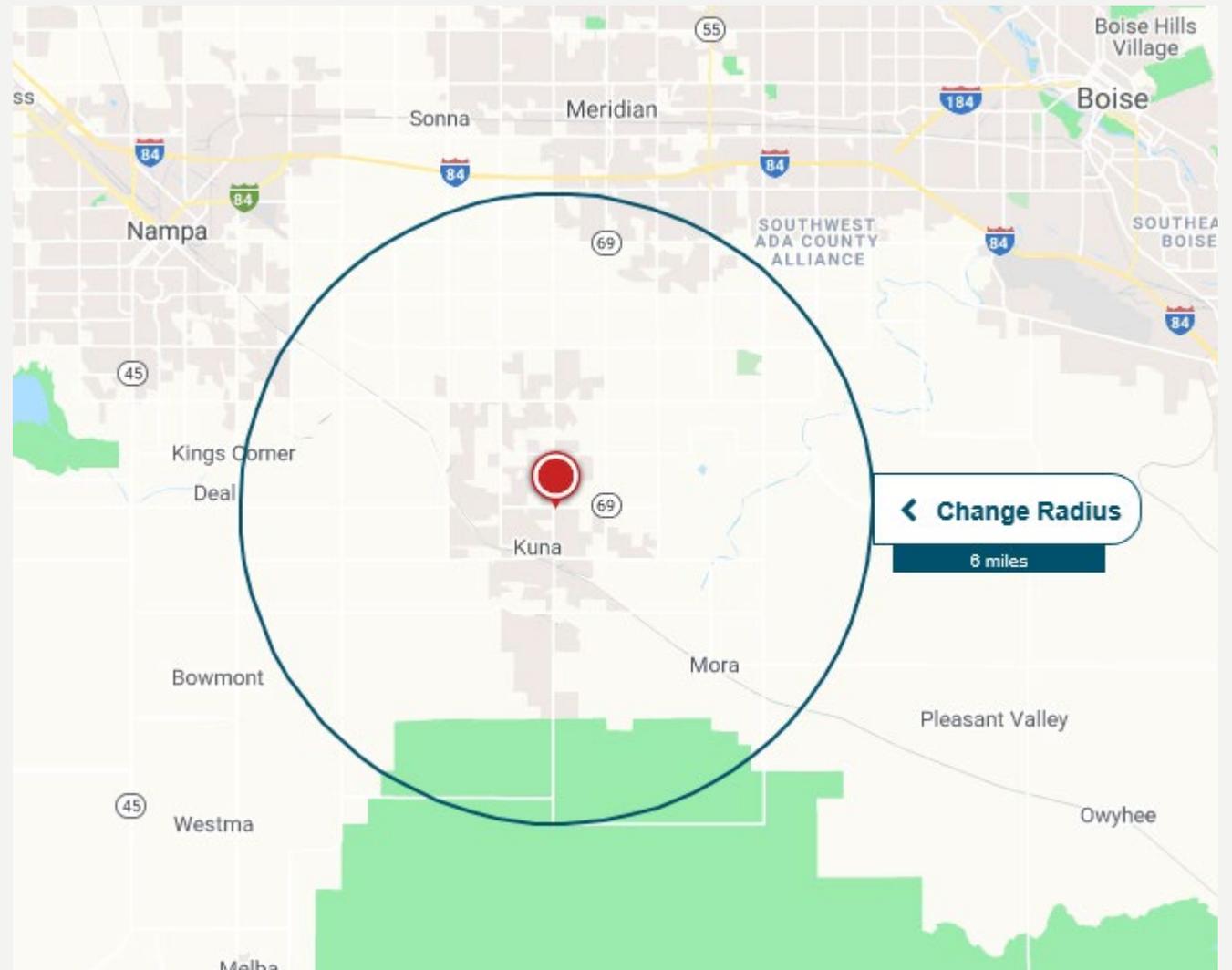
RETAIL POP-UP/ INCUBATOR CONCEPT



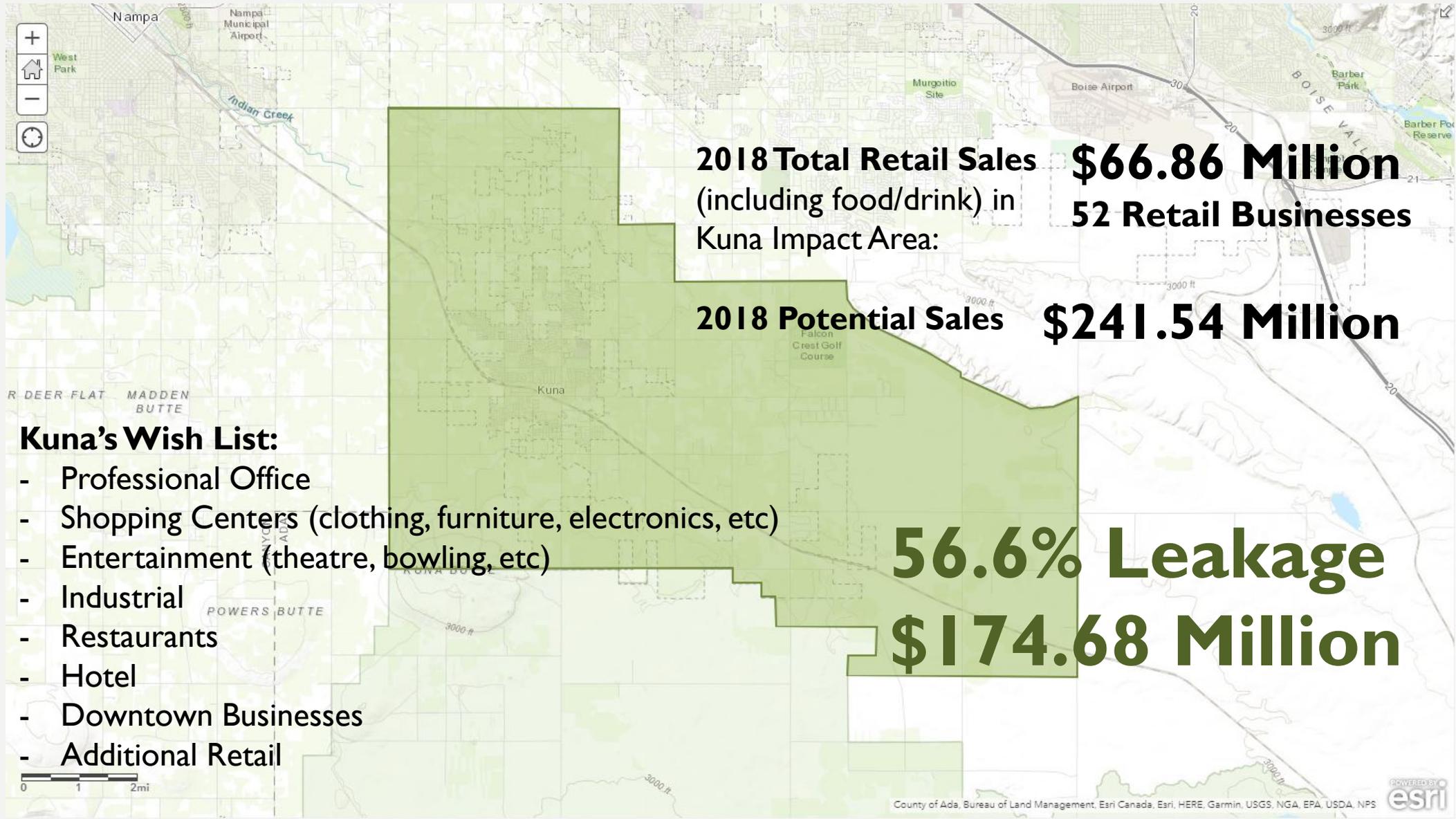
DEMOGRAPHICS

**6 Mile Radius =
64,336 people**

**1 Retail Shopping
Center in 6 Miles**



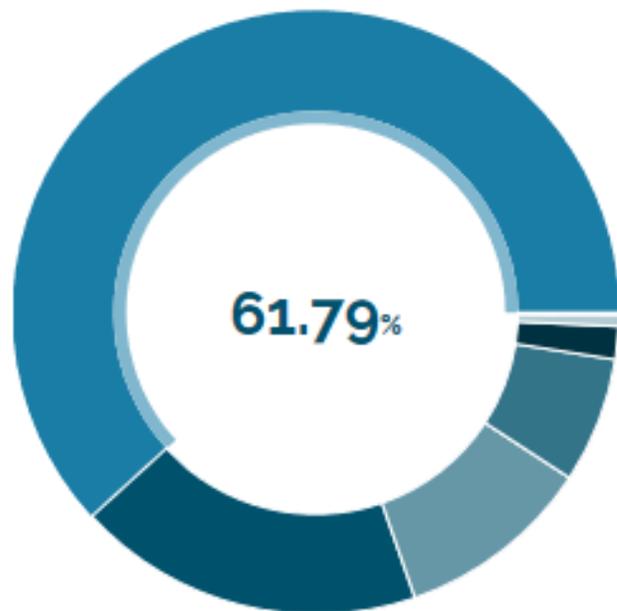
RETAIL OPPORTUNITY



Total Establishments by Size



Default



	1-4 Employees	61.79%
	5-9 Employees	18.52%
	10-19 Employees	10.47%
	20-49 Employees	6.73%
	50-99 Employees	1.76%
	100-249 Employees	0.59%
	250-499 Employees	0.07%
	500-999 Employees	0.07%

HOW MANY HOME-BASED BUSINESSES DOES KUNA HAVE?

91 Businesses have a home occupation business license with the City of Kuna



RETAIL INCUBATORS IN OTHER CITIES



KSHOP

YUM YUMS

CANDY SHOPPE

Homemade
JAM, JELLY, SALSA & MORE

MEALYS

MEALYS
John & Cherry

Thank You

Candy Shop

Thank You

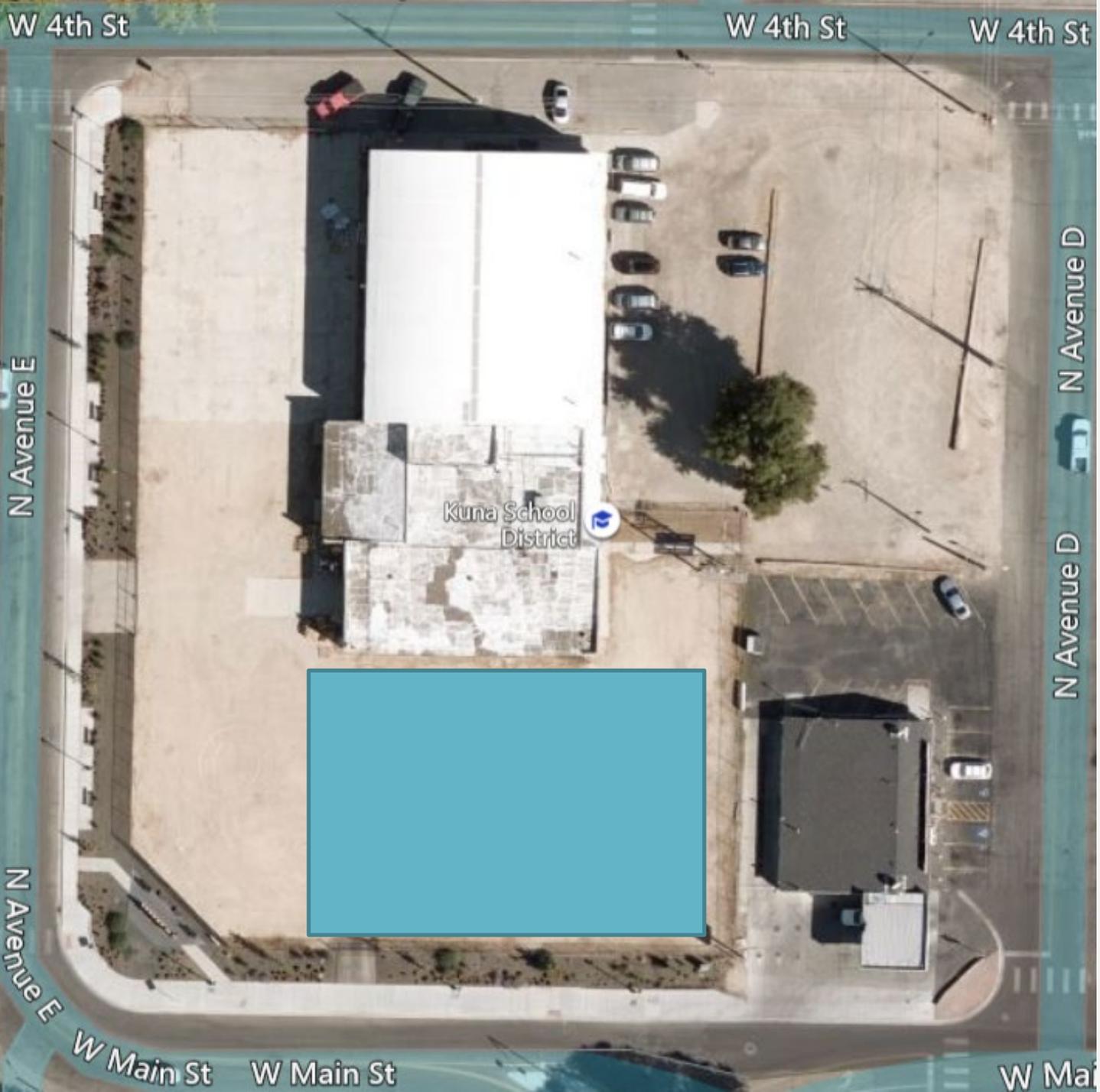






RETAIL INCUBATOR FOR KUNA

- City of Kuna would invest in eight to ten 120 sq ft buildings first year. (cost of \$6,000 a piece)
- Retail Pop-Up would run from May – Sept (Memorial Day to Labor Day) and have limited hours (weekends and select evenings). Could also run a holiday season.
- Could coordinate food-trucks or concerts to support the retail initiative
- Kuna Economic Development Committee would oversee the mix of tenants and applications
- Entrepreneurial Training programs will be available to all participants in the program.



QUESTIONS?

Lisa Holland
Economic Development Director
City of Kuna
lholland@kunaid.gov
(208) 559-5926





ECONOMIC DEVELOPMENT STRATEGIC PLAN – DRAFT

Mission: Kuna Will Be Economically Diverse and Vibrant

Kuna will have a coordinated, planned approach to build a diverse and robust economy that supports a mix of industries. Kuna’s commercial activities will include a balance of small and large, locally-based and national businesses. Kuna will build a modern rural economy by encouraging traditional and emerging agricultural activities while attracting growth and investment in new sectors such as health, technology, trade and finance. A multitude of employment opportunities will sustain a well-trained workforce in our community. As Kuna continues to provide opportunities to launch new and expand existing businesses, Kuna will grow as an essential contributor to the regional economy.
(Goal Area 1: Kuna Comprehensive Plan)

Measuring Success: Kuna measures economic development and resiliency by its ability to:

- Create jobs
- Attract new business and allow existing businesses to grow
- Maintain and develop a trained, educated workforce
- Increase local wealth and investment
- Ensure available land inventory for economic activities in strategic locations
- Maintain a diversity of businesses and enterprises
- Provide local resources for economic stability and recovery

Comprehensive Plan Goals & Action Items *(Action items under each goal area crafted as a result of Strategic Planning Workshop for Kuna Economic Development from October 30, 2019)*

1A. *Ensure Land use in Kuna would support economic development.*

- Analysis of infrastructure needs in areas where economic development is desired
- Explore grants for infrastructure improvements
- Work with Union Pacific to utilize the rail line as an economic development tool, look at rail line improvements & spur lines
- Create a sense of place with land use
- Protect Industrial-zoned areas
- Provide utilities/infrastructure along Meridian Road
- Prioritize Commercial Along Meridian Road
- Incentivize Commercial/Office with residential development
- Create a transportation plan for Meridian Road (Frontage Roads)

Priority Action Items for Goal 1A:

- Meridian Road Infrastructure Analysis for Future Commercial Development
- Utilities Master Plan/Costs (Existing & Needed)
- List of Possible Infrastructure Grants/Incentives
- Marketing Sites Along Major Corridors and Creating an Inventory of Landowners along Meridian Road.

1B. **Support development of a skilled, talented and trained workforce.**

- A connection between local businesses & High school (school to work)
- Community Education (New Skills & Enhanced Skills)
- Education Opportunities for adults in Kuna
- Preschool for underserved children
- Pre-K choices
- Access to Post-secondary in Kuna
- Higher Education opportunities on High School Campus
- Mentorships between business/ED/city
- CTE training aligned to area business community needs
- Partnerships between key local employers for workforce training
- Parent Education/Culture Changes
- Internships
- Employers have their workforce needs met
- Education community needs fully supported by the Kuna community
- Increase KSD HS Grads go on rate
- Kuna HS Grads have a career plan
- Connectivity that supports robust online training & education
- Jobs for kids in the community
- Educational attainment levels that attract employers
- More development in downtown area: Service Industry, Social activities, coffee shops, open restaurants, Public Areas, Parking
- Seamless Alignment between education & work
- Mix of talents and credentials to support multiple industries
- Strong Parental Support for academics across all socio-economic classes
- Extension of CTE Opportunities for young people
- Career readiness understood and continuing ed rates climbing
- Strong Connections between youth and employer in community to understand opportunities.

Priority Action Items for Goal 1B:

- Partner with the School District on enhancing education opportunities for the community
- Pre-K Collaboration (Shape to Inspire) – Partner with Kuna School District

- Marketing Campaign to Share Education Opportunities.

1C. **Attract and encourage new and existing businesses.**

- Create a gap analysis to see:
 - What services are missing in Kuna?
 - What type of jobs are they looking to attract? Good job/income/age of people looking for jobs?
- Businesses coming to town – Benefits? Do they want to do a feasibility study (hotels, etc)?
- Take care of the businesses you do have! Provide resources for them
- Incubator Concept: Provide space for new businesses

Priority Action Items for Goal 1C:

- Look at Existing Incubators in other Treasure Valley cities to find out what’s working, best practices
- Review Kuna’s home business license to see if changes can be made to enable residents to flesh out their business more before they have to take the plunge to commercial space
- Work with school District to see if there are areas for collaboration (eg marketing class).

1D. **Address and plan for economic expansion of the City and region.**

- Getting Industrial & Commercial areas shovel ready
- Examine currently available financing tools and work with legislature as needed to create more
- Office space so folks don’t have to get to freeway
- Define what does success look like? Kuna values/character?

Priority Action Items for Goal 1D:

- Finish URD Feasibility study and, if applicable, determine URD boundaries and get it officially established.
 - **Update** – Appointing Board Commissioners to URA in March 2020, Looking to bring eligibility study to Council in April 2020, and then Board of Commissioners would work on establishing a plan for consideration.
- Identify area(s) where we desire office space development and consider development incentives to spur that growth (e.g. impact fee waivers?)
 - **Update** – Economic Development Director is working to meet with Landowners/Developers to build relationships for parcels identified as commercial and mixed use on Future Land Use Map. She has a map she is creating that highlights some of these opportunities for projects.

- **Next Steps** – Work with Executive Committee to brainstorm what development incentives could look like and what types of companies/investment should qualify?

Additional Priorities & Action Steps for 2020 – 2023

- **Target Industry Analysis (Goal Area 1C & 1D of Comp Plan):** Put together a target industry analysis and data to support what types of companies would do well in Kuna and identify gaps of what is needed.
 - **Specific Action Steps:**
 - **Update:** Economic Development Director has a Retail Gap Analysis Report from 2019 that showcases the type of retail our community is losing. Working to target the low hanging fruit from this report at the RECON Tradeshow in Las Vegas in May.
 - **Next Steps:** Complete a more detailed overview of how Kuna’s retail community is doing by talking with local businesses and creating a survey.
- **Survey Local Business Community & Regional Partners:** Create a survey that captures detailed information about Kuna (strengths, weaknesses, opportunities, areas of focus for economic development, etc.)
 - **Next Steps:** Partner with Chamber/ED Committee to visit Kuna businesses and continue building relationships.
 - Cross promote events for business community between Chamber and City, and partner with other entities when possible (school district, library, neighboring cities, etc).
- **Explore Financing Tools for ED & Urban Renewal (Goal 1D):** Continue looking at opportunities to enhance public infrastructure and attract new companies and investment. Continue meeting with local entities to address concerns and find solutions for lack of resources.
 - **Update:** Working on process to set up an Urban Renewal District to help provide additional resources and funding for public infrastructure.
- **Downtown Kuna (Goal 1C & 1D):** Continue building on the City’s success with the Main Street project and look for future opportunities to add a community plaza, streetscape improvements for 4th street, and continued integration with the greenbelt and pathways. Explore Private Public Partnerships. Support City Clerk’s initiatives & also the Downtown Revitalization Committee.
 - **Update:** Main Street Revitalization will start in Spring 2020 and will complete final phase of Downtown Streetscape. Downtown Kuna is in the projected are under consideration for a potential Urban Renewal District.
 - **Next Steps:** The City of Kuna is also working on a retail incubator concept in partnership with the school district for a potential start date of May/June 2020.

- **Establish Expanded Industrial & Office Presence in Kuna (Goal 1A):** Work with local developers on creating a plan for future light industrial & Office opportunities in Kuna.
 - **Update:** Economic Development Director has been working with several landowners and developers to promote Kuna's workforce and opportunities. Many projects are under consideration.
- **Business Retention Initiatives (Goal 1B & 1D)** (workshops, ribbon cuttings, spotlights, etc.): Continue meeting with local businesses, building relationships, partnering with the Chamber and doing what they could to make businesses successful. Support Small Businesses & Provide Resources: Retail Incubator Concept, Continue Offering Workshop Opportunities (Entrepreneurs Bootcamp in 2019, Marketing Bootcamp in 2020)
 - **Update:** Marketing Bootcamp scheduled for April 1 & 8, 2020 in a joint partnership between Meridian and Kuna.