



CITY OF KUNA

Kuna City Hall Chambers, 751 W 4th Street, Kuna, Idaho 83634

Kuna Economic Development Committee MINUTES

Thursday, September 13, 2018

12:00 P.M. – 1:00 P.M.

Attendees: Lisa Holland, Lisa Bachman, David Gronbeck, Kent Goldthorpe, Wendy Howell, Randy Shroll, Tam Svedin, Jana Cutforth, Mike Smith, Julie Roberts, Blake Watson, Chris Engles, Ana Paz, Karri Keller, Kara Medrano, Steve Allen

1. Introductions – Lisa Holland, Economic Development Director

- ✓ Lisa shared some information about her background prior to working at the City of Kuna.
- ✓ About Lisa: She was born and raised in the region and spent a lot of time in Kuna as a kid in a dance group called Sunshine Generation. She lives in Meridian with her husband and 3 year old yellow lab. She love traveling, and exploring the beaches and mountains of the world.
- ✓ Professional Background:
 - Graduated from Northwest Nazarene University with a degree in Business, and also earned an MBA in Design Strategy from California College of the Arts.
 - Worked at BVEP for 7 ½ years as the Marketing & Content Manager. She was part of a team that worked to bring 4,200 jobs and over 23 companies to the region.
 - Background is in marketing, but also has experience working at Delta Dental and a brief background in Real Estate

2. Update on recent economic development activity – Lisa Holland, Economic Development Director

- ✓ The first question people ask about economic development is “what’s coming to Kuna”. The first question Lisa likes to ask is “What Does a Win look like for Kuna”. Economic Development is about long-term strategy.
- ✓ Lisa has spent the first couple months getting to know the community, studying maps, meeting with businesses and pulling some initial data to help with putting together a strategic plan for economic development.
- ✓ Already in my first couple of months, there have been some potential projects considering Kuna. The City put forward a few site options for several industrial projects through the Boise Valley Economic Partnership and Idaho Commerce. Lisa has been working to help a business that is looking to expand their operations and talking with a few small businesses that need some help with marketing, financing, or site-selection assistance. There are also other clients considering significant investments in Kuna, and Lisa is helping connect them with some potential locations to consider. Confidentiality is of critical importance in economic development projects, but feel free to reach out to Lisa Holland with specific questions.
- ✓ Current Projects in Process:
 - The City is creating a new website and we will go through and enhance the economic development pages and evaluate what content is most effective.

- Creating a Marketing Piece for new businesses (partnering with the Chamber)
 - Downtown Business Association – Having an initial meeting on Sept 26 at 2:00
 - Looking at options for a potential Business Incubator in the Future
 - The City is working on a New Comp Plan & Future Use Map
 - Doing some Best Practices Research & crafting a Strategic Plan for Kuna
3. Economic Development Video Update – Lisa Holland, Economic Development Director
- ✓ Creating 2 videos (with the support and partnership of Idaho Power). Kody Newton is the videographer.
 - ✓ The first video is focused on showcasing Kuna (similar to the Boise is Waiting Video).
 - ✓ Second Video is focused on doing business in Kuna.
4. Review Economic Development Priorities – Lisa Holland, Economic Development Director
- ✓ Specific Focus over the next several months:
 - Business Retention & Expansion: Meet with existing businesses and residents within Kuna (2-5 per week) to better understand the community, and make an introduction. *Goal of 100 introduction meetings by the end of December.*
 - Best Practices Research: Spend time understanding what other small cities are doing to help their local businesses (incentives, creative financing, process, etc).
 - Strategic Plan: Consolidate existing strategic plan drafts into one framework and bring forward to Economic Development committee for reviews and edits.
 - Future Planning: Meet with land owners around Kuna and get an understanding of what is potentially available on the market, how they would like to see it developed and a price if applicable. Create a map that showcases Kuna’s areas of opportunity.
 - How to Start a Business in Kuna: Create some resource materials for local businesses that makes the process easier to understand.
 - Marketing: Create some marketing materials that can be used to showcase Kuna for RFI’s and prospective businesses. Create some local business spotlights to share on social media channels for Kuna.
5. Thoughts and Feedback on Kuna Economic Development (findings, opportunities, projects, etc.) – Lisa Holland, Economic Development Director
- ✓ Initial Demographics: Population around 21,000 people in City Limits (Compass Estimate). If you look at greater Kuna, population is closer to 27,000 people. Looking at workforce - of the 11,000 plus people in the workforce in Kuna, only 6,000 jobs available – most of those in education, government, and the CS Beef facility. Long term priority is to grow economic based jobs.
 - ✓ About 6,000 Homes in Kuna Currently. 401 Home permits issued in 2017. As of July 31st, We have issued 476 in 2018. About 15% of the home inventory in Kuna is new construction in the last two years.
 - ✓ Challenges for Kuna:
 - Public Perception – “Kuna is far away”, “Kuna is only a bedroom community”, “Kuna is only starter homes”. Most people can connect Kuna with good Mexican food and Cowgirls. Some say Kuna Caves or Birds of Prey. There is a need for public relations efforts to help change the perception.
 - We have a lack of Shovel Ready sites for many of the industrial projects, but
 - ✓ Opportunities for Kuna:

- Future Development, Never been a better opportunity. Lots of industrial projects looking.
- Urban Renewal: Most cities have an urban renewal district – it's a tool that could help us with infrastructure challenges. We have an agency established in 2011, just need to put together a plan.
- Rail Line: Could partner with Union Pacific to put together an industrial park. If 125 acres, UP will help promote the site nationally.

6. Open Q&A

✓ Questions for Committee:

- What does a win look like for Kuna to you?
 - A place where people can work/shop/recreate where they live.
 - Diversifying the tax base (bringing in more commercial)
 - Activate Indian Creek Frontage and look at attracting uses like a brewery, restaurants, etc.
 - When Kuna becomes a City where the places to earn money outpace the places to spend money.
- What would you like this committee to focus on?
 - Working with ACHD to help push forward priorities for Kuna
 - Have active role in planning/workshops related to strategic plan and future growth.
 - Learn from guest speakers.
 - Have a session on new comp plan and strategic plan overview.
- How frequently should we meet?
 - Meet every other month, and perhaps workshops or discussion in between as needed.

7. Adjournment