

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 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 13th at Noon.

3. Adjournment at 11:50 am.

Lisa Holland, Chair

ATTEST:

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.