



**MERIDIAN**  
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**MDC Public Relations Committee  
October 10, 2016  
City Hall, City Council Conference Room  
2:30pm**

Attendees: Ashley Squyres, Callie Zamzow, Rob McCarvel, Bonnie Shelton, Natalie Podgorski, Nathan Mueller

- 1. Introduction of Rob McCarvel and Bonnie Shelton to the committee**
- 2. Discuss Strategy of the Communications Plan**

The initial discussion focused on whether this was a piece to be centered towards the downtown district or if it should include Ten Mile. The committee decided while Ten Mile will need to be mentioned in the MDC overview, this should be directed towards downtown opportunities and success stories.

Squyres presented ideas for sections of the marketing piece to be created:

A) Overview of MDC –

- Who is MDC?
- What does MDC do?
- Vision for Downtown Meridian
- Benefits of Urban Renewal
- MDC Programs
- How Owner Participation Agreements Work

B) Current Opportunities –

- Highlighting of Properties [need to determine how to best do this – matrix? 6-profiles? Small, medium, large? How to incorporate photos?]
- How to get involved with MDC
- How to work with MDC [programs, OPA's, alternative parking]

C) Success Stories –

- The audience is for developers and businesses
- The goal will be to refresh this as projects move forward
- The Vault
- RFP Response

- Branding

D) Business Profiles/Testimonials –

- SaasFocus – local, fast-growing company located in Downtown Meridian
- Novembrewhisky – local developer
- NeUdesign – local business/property owner
- Eric Davis – change catalyst/property owner

E) Future Plans –

- Nine Mile Floodplain
- Pine Avenue Improvements

Once the Task Order is approved on Wednesday by the Board, Gallatin Public Affairs will begin moving forward on this project.

**3. Discuss Media Plan of Attack for Current Projects**

- Upcoming stories: RFP and Meridian Cycles Façade Improvement Grant [should both be approved at Wednesday's board meeting.]
- RFP: Recent stories on the one proposal don't tell the story of why. MDC needs to share this perspective.
- Meridian Cycles: Discuss ideas as to how to tell this story.
- In speaking with the media, there needs to be a clear process that all board members follow. Ashley is the primary contact, then Chairman Escobar, then Commissioner Winder. Gallatin will work on a written process and will assist MDC in educating the media outlets.
- Talking points need to mirror the communications plan.