



**MEETING MINUTES**  
**MEETING OF THE BOARD OF COMMISSIONERS**  
**Wednesday, September 14, 2016, 7:30am**  
**Meridian City Hall, Conference Room A**  
**33 East Broadway Avenue - Meridian, Idaho**

**1. Call Meeting to Order [Escobar]:**

At 7:32am, Chairman Escobar called the meeting to order.

**2. Roll-call Attendance [Escobar]:**

<u>X</u>	Jim Escobar – Chairman	<u>X</u>	Keith Bird – Member
<u>X</u>	Dan Basalone – Vice-Chairman	<u>X</u>	Callie Zamzow - Member
<u>X</u>	Dave Winder– Secretary/Treasurer	<u>X</u>	Tammy de Weerd – Member
		<u>O</u>	Nathan Mueller – Member
		<u>O</u>	Rob McCarvel – Member
		<u>X</u>	Rick Ritter – Member
		<u>X</u>	Todd Lakey – Counsel
		<u>X</u>	Ashley Squyres – Administrator

**3. Confirm Agenda [Escobar]:**

A motion was made by Commissioner Winder and seconded by Commissioner Zamzow to confirm the agenda.

ALL AYES.

**4. Approve Consent Agenda [Escobar]:** These items will be approved by a single vote unless a Board member requests to remove an item for specific discussion and/or action.

- a. Approve Minutes of the August 24, 2016 Regular Meeting**
- b. Approve August 2016 Administrator’s Report**

A motion was made by Commissioner de Weerd and seconded by Commissioner Bird.

ALL AYES.

**ACTION AND PRESENTATION ITEMS**

**5. Introduction of new MDC Commissioners Rob McCarvel and Rick Ritter [de Weerd]**

Commissioner de Weerd introduced Commissioner Ritter to the board.

**6. Discussion with Rizen Creative, the MDC Public Relations Committee and the MDC Wayfinding and Signage Committee as to continued branding implementation efforts [Zamzow and Rizen Creative]**

Commissioner Zamzow reviewed the history of the first branding effort with the board and how the board did not feel it adequately reflected downtown Meridian. This led to the creation of the Public Relations Committee who decided that an RFP would be necessary to find the right firm for the project. Rizen Creative was one of three finalists and was ultimately selected by the board as the agency to assist with putting together a three-year marketing plan along with the creation of an overall brand. Rizen conducted a focus group of a variety of resident demographics and based upon those discussions and observations, Meridian Historic Downtown became the adopted brand for downtown Meridian. This led to the creation of a logo, a logo use guide for all community partners to utilize and the first round of project implementation including the metal signs in the islands on Main Street and the newly revamped banners on the historic light poles throughout downtown. When the second round of projects began to be vetted, the Wayfinding and Signage Committee felt the bids were high and requested that Squyres obtain additional bids. This led to a broader discussion with the PR Committee and Rizen over the course of several weeks and ultimately what brings the discussion to the board today. Commissioner Zamzow stated that she had been one of those critical of the costs but once a discussion was had about the broader implications of ensuring the brand consistency, she believes continuing with Rizen is critical and is in the best interest of the investment that MDC has made.

Linda Handlos from Rizen Creative stated that she appreciated the partnership and that they want to be a good steward to the brand.

Chairman Escobar state that it's important to ensure the consistency of the brand and that branding is an art. Commissioner de Weerd stated that MDC is new in our brand and guidance is still needed at this early stage. She did note that it was important that the brand could be adaptable and that MDC needs to be its own brand manager. Commissioner Basalone stated that the brand needs to be consistent and the quality of the product that has been created is outstanding. Commissioner Ritter asked about the current branding guidelines and stated they should go beyond logo use. He stated that signage, web etc. needs to be incorporated into the guidelines.

The board agreed that it is important to continue branding implementation efforts with Rizen Creative at this time.

**7. Consideration of Approval of the MOU with the West Ada School District for reimbursement of transportation costs towards the third grade historical walking tour and Corresponding Resolution 16-027 [Lakey/Squyres]**

Counsel Lakey reviewed the MOU with the board. He stated that the agreement is for \$5,000 that is to go towards the third grade transportation costs with West Ada School District to take part in the historical walking tour. Commissioner de Weerd and Josh Evarts discussed the forthcoming phone application that can be utilized as part of the walking tour.

A motion was made by Commissioner Winder and seconded by Commissioner Basalone to approve the MOU and resolution.

ALL AYES.

**8. Consideration of Approval of a Time Extension with DeGuzman Designs for the Downtown Bike Map until October 15, 2016 and Corresponding Resolution 16-028 [Squyres]**

Squyres stated that the extension was needed in order to complete the bike map, which is in the final stages. Squyres explained it took more time than planned to obtain some of the needed information from agencies.

A motion was made by Commissioner Basalone and seconded by Commissioner Winder to approve the time extension and resolution.

ALL AYES.

**9. Appointment of an MDC Board Member to replace former Commissioner Jensen on the Valley Regional Transit Board of Directors and Corresponding Resolution 16-029 [Escobar]**

Chairman Escobar explained the purpose of the position. Commissioner Ritter stated that he may be interested and that he was interested in bridging downtown businesses and transportation. Commissioner Bird stated that Commissioner Ritter would be a great representative and would bring value to the VRT board. Commissioner Winder, who serves as an alternate, gave some insights into the position. Commissioner Ritter said he would like to meet with VRT representatives prior to making a decision. The item was tabled until the September 28 board meeting.

**DISCUSSION ITEMS**

**10. Ten Mile District Update [Lakey/Squyres]**

Counsel Lakey discussed the meeting he, Squyres and Commissioner Winder had with Brighton Corporation. A draft of the first phase Owner Participation Agreement is being crafted and this will be reviewed with the board at the next meeting. He discussed Brighton's request as to reimbursement for the neighbor's right-of-way dedication for an interior roadway. Commissioner Bird stated that he is concerned this would be an issue as to the intent of the urban renewal statute and asked what communities like Twin Falls may be doing. Lakey and Squyres stated they would do some research. Commissioner de Weerd stated that she did not understand why MDC would reimburse for right-of-way dedication. Commissioner Winder discussed his research and agreed this appears to be an unusual request. The board is concerned that this will give an unfair advantage to one developer over another.

**11. Property Disclosure Discussion [Lakey]**

Counsel Lakey reviewed the need to update the property disclosures within the MDC district for transparency purposes. He requested that each board member provide him a list of all property owned and/or leased within district boundaries.

**12. Upcoming Committee Meetings [Squyres]**

Squyres reviewed the list of meetings with the board.

**13. Counsel's Report [Lakey]:** Counsel Lakey will review legal topics that need to be brought to the attention of the Board.

No report.

**14. Administrator's Report [Squyres]:** Administrator Squyres will review topics that need to be brought to the attention of the Board.

No report.

**15. Chairman's Report**

Chairman Escobar commented on the outstanding showing at the Idaho Avenue ribbon-cutting and the activities for Meridian Art Week. Commissioner de Weerd stated that the art drop had been a success.

**16. Public Comment**

No comment.

**17. Adjourn the Meeting [Escobar]:**

At 8:26am, a motion was made by Commissioner Winder and seconded by Commissioner de Weerd to adjourn the meeting.

ALL AYES.

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Jim Escobar, Chairman