



## **DNA Regular Meeting Minutes**

### **Nampa Development Services Center**

**500 12<sup>th</sup> Ave S**

**May 12, 2025 8:00am**

#### **Call to Order:**

**Roll Call:** Julie Vincent, Michael Vernor, Clayton Borah, Lance Hancock, Beatrix Westmorland

**Guests:** Amber Bothwell, Oscar Diaz, Amy Bowman, Mayor Kling, Morgan Treasure

#### **(1) Minutes**

- a. **Action Item:** Approve March 11, 2025, meeting minutes
  - i. **MTA:** Hancock, Westmorland
  - ii. **Motion Passed** *None Opposed*

#### **(2) Reports**

- a. Financials
  - i. **Action Item:** Approve March & April financials as presented
  - ii. **Action Item:** Approve March & April financials as presented
  - iii. **MTA:** Westmorland, Wood
  - iv. **Motion Passed** *None Opposed*
- b. Collections Report
  - i. A few hundred dollars have been collected since the last report, and a few more need to go to collections.
- c. Discussion:
  - i. Expected income is going up well above what we budgeted, and should continue to increase year over year
- d. City Report(s)
  - i. Feasibility study continues to move forward, NDC will consider funding for design standards
- e. Downtown Coordinator Report
  - i. New Businesses
    - 1. DK did ribbon cutting and is getting good reviews!
  - ii. Trash Compactor
    - 1. Delayed, but local restaurants will move their dumpsters into the enclosure in the meantime to help the area look better. There is also a plan to clean up other junk in the alley and fill in the potholes.
    - 2. Large mural planned for the wall behind Darline's
  - iii. Revenue Share
    - 1. 11 vendors chose rev share, DNA brought in \$457 so far.
    - 2. Vendor survey responses stated expectations exceeded
  - iv. Misc.
    - 1. Bike racks are being removed from the street and Downtown will gain a parking space there.

### (3) Committees Reporting

- a. **Design:**
  - i. Working to get estimates for ?
  - ii. Flowers are coming in today at 9:30 today.
- b. **Economic Vitality:**
  - i. Looking for opportunities to place the board members in front of business owners, starting with a mix and mingle on June 4 at Syringa. Oscar will give a short presentation on social media use.
- c. **Promotions:**
  - i. Cinco De Mayo turnout was better than expected. Made good money and collected lots of data about which vendors get the most business.
  - ii. Looking into adding work comp insurance for volunteers
  - iii. Pushing for more consistent volunteers. In the past, some haven't felt utilized, so documentation is in development to better utilize organizers.
  - iv. T-Mobile sponsored 6 events, so we're down to only 2 unsponsored events.
- d. **Organization:**
  - i. Identified many organizational needs, including:
    - 1. Documentation for all aspects
    - 2. Onboarding process for board members
  - ii. Priorities include:
    - 1. MOU with the city – Amber will draft
    - 2. Review period for contractors

### (4) New Business

- a. **Action Item:** Set a date for strategic planning meeting
  - i. Looking for 1 day that we can push forward on strategy as a whole
  - ii. Potentially looking at June 23<sup>rd</sup> all day.
- b. **Action Item:** Approve management, administration and billing of the shared compactor at 1218 2<sup>nd</sup> St. South.
  - i. Explanation: The ultimate task is to develop a new utility rate. In Caldwell, the downtown organization actually manages this, so the recommendation is that the Nampa DNA takes this role as well.
  - ii. Discussion: The board questioned liability, potential insurance need, including administrative costs, security cameras, and maintenance, and was on board with moving forward, with the understanding that we will include operational clarification in the city MOU
  - iii. **MTA:** Westmorland, Hancock
    - 1. Moving forward, with the administration and billing with the understanding that we will include operational clarification in the city MOU.
  - iv. **Motion Passed None Opposed**
- c. **Action Item:** Approve contract with Republic Services for the shared compactor at 1218 2<sup>nd</sup> St. South

- i. **MTA:** Westmorland, Wood
- ii. **Motion Passed** *None Opposed*

**(5) General Discussion**

- a. **More from the Main Street conference**
- b. **Bothwell:** Strong need to complete documentation and SOPs
- c. **Westmorland:** The health of downtown is a strong representation of the health of the city. Moving forward in engagement with the business owners and providing them additional tools to improve their business will be high leverage activities for the DNA. Heard suggestions on how to develop syndication between smaller businesses to access funding for larger properties.
- d. **Borah:** Good information on bringing branding experience indoors, into the individual businesses. The board should also be bringing relational connections as sponsors, walking the streets to get to know everyone, and building redundancies by going to meetings in pairs or groups, rather than alone. Lots of opportunities to look at the bigger picture.
- e. **Bowman:** Recommendation of members as block captains.

**(6) Announcements**

- a. May Third Thursdays is this week on the 15<sup>th</sup> from 6-9
- b. Namptons Beer Festival: Friday the 30<sup>th</sup> from 5-10
- c. Next Regular Board Meeting June 9th, 2024, 8:00am – Nampa Development Services Center

**Adjournment 9:19AM**