



**DNA Board Meeting Minutes**  
**Nampa Development Services Center**  
**500 12th Ave S.**  
**April 14, 2025 8:00a.m.**

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

**Guests:** Amber Bothwell, Oscar Diaz, Amy Bowman, Kayleen Jones, Morgan Treasure, Robyn Sellers, Cathrine Keys

**(1) Minutes**

- a. **Action Item:** Approve March 11, 2025, meeting minutes
- b. MTA: Westmorland, 2<sup>nd</sup>: Hancock
  - i. None opposed. Motion passed.

**(2) Reports**

- a. **Financials**
  - i. **Action Item:** Approve March 2025 financials as presented
    - *Financials were not yet available*
  - ii. Collection's report: Progressing slowly. Collected another \$1,000 since the last meeting. Beginning to review property owners who have not paid 1<sup>st</sup> qtr.
- b. **City Report**
  - i. New businesses:
    - No new business (DK opening on the 28<sup>th</sup>)
  - ii. Trash compactor
    - Public hearing 5/19 for city council to approve, delivery will be 8 weeks later. Amber will look for options to clean up in the meantime.
  - iii. Downtown Feasibility Study
    - Did the first tour on Friday with AR views, another one coming this Friday.
- c. **Downtown Coordinator Report**
  - i. Marketing materials
    - Ordered new canopy covers, designed and ordered new feather flags. Flyers are out and people are noticing them.
  - ii. Merchandise
    - Designed a couple of shirts and they are live on an online shop.

**(3) Committees Reporting**

- a. **Design:** Did not meet
  - i. Skee went around and removed dead flowers
  - ii. Looking ahead to new flowers soon
- b. **Economic Vitality:** Did not meet
  - i. Got some good ideas during the conference.
  - ii. Will continue to parse visitor data
  - iii. Looking at setting up some mixers
- c. **Promotions:**
  - i. 3 events coming up in May. DJ's are secured. Events moved back 1 hour to give families more time to get there after work.

- ii. Exploring tie-ins with the Stampede.
- iii. Possible tie-in with Valley Ride to bring people from parking at the Idaho Center and
- iv. take them back after events.
- v. Still trying to recruit event sponsors.
- d. **Organization:** Did not meet

#### **(4) New Business**

- a. **Action Item:** Provide recommendation for parking garage signage to the Nampa Development Corporation
  - i. Option 1: Working group of commissioners
  - ii. Option 2: Follow minimum standards
  - iii. Option 3: Branded signage from an outside consultant
  - iv. Option 4: Full branding and fabrication from outside consultant
- b. The board is leaning toward option 3 or 4. Clayton will visit the meeting tomorrow to speak on our preferences.
- c. **Discussion:** Parking is currently free due to failed equipment. New equipment is coming, and charges will resume.

#### **(5) General Discussion**

- a. Assistant event coordinator: Interviewed 4 candidates and hired Kalene Jones, who has a background in event planning.
- b. Main Street America 2025 conference
  - i. Summary from attendees:
    - So many things we can work on, next work will be to prioritize the right tasks in the right order.
    - Everybody has the same problems, like billing, parking, and communication.
    - Amber feels like we're in a better place this year than prior years with such an active board.
    - New focus on documentation and organization processes & procedures. Clayton will prepare a framework to bring to the retreat.
  - ii. Board retreat: Coming soon. Nothing crazy, but potentially swapping spaces with another Downtown board. We will look for a time at our next meeting.
- c. Strategic planning and prioritization: Discussed above.

#### **(6) Announcements**

- a. Next Regular Board Meeting May 13th, 2025, 7:30am – Nampa Development Services Center

**Adjournment** 9:05am