



**DNA Regular Meeting Minutes**  
**Nampa Development Services Center**  
**500 12th Ave S.**  
**March 11, 2025 7:30am**

**Call to Order: 7:30**

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

**Guests:** Amber Bothwell, Oscar Diaz, Amy Bowman, Brady Brummett

**(1) Minutes**

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

**(2) Reports**

- a. Financials
  - i. **Action Item:** Approve February financials as presented
    - 1. **MTA:** Westmorland, Vincent
    - 2. **Motion Passed None Opposed**
  - ii. Collection's report
    - 1. Past due balance reduced by \$1500
    - 2. Waiting to deposit another check as well
    - 3. Discussion: Increased revenue driven by change to BID assessment, which now goes to building owners and is tied to tax assessment, bringing revenue from ~\$60,000 to ~\$120,000
- b. City Report(s)
- c. Downtown Coordinator Report
  - i. Marketing Materials:
    - 1. We need to replace the old tent canopies with new brand markings.
    - 2. Also, need to replace old feather flags.
    - 3. Costs are built into the new budget and will be approved under that action item.
  - ii. Merchandise:
    - 1. Also added merchandise to the new budget. We will start small with T-Shirts and stickers and may add more if things go well.
    - 2. We have a Square account for in-person POS.
  - iii. New Trash Compactor:
    - 1. Q. What is the cost to businesses?
    - 2. A. Will be assessed by the city after installation, dividing the flat fee only between those who choose to use it.
    - 3. There is currently a free recycle bin inside the enclosure.
  - iv. Bank accounts:
    - 1. Have been adjusted to reflect the change to running most operating funds through the DNA.
    - 2. Moved most accounts to Bank of Idaho.
    - 3. Filed changes with the SoS, so all names are officially changed.



### (3) Committees Reporting

- a. **Design:** No Report
- b. **Economic Vitality:**
  - i. Moving forward on sorting demographic data that has been collected on downtown traffic.
- c. **Promotions:**
  - i. Spent the year working on user experience, starting with the website and rev sharing information for vendors. Streamlined the process for adding new vendors (e.g. food trucks).
  - ii. Solidified the last couple of events: Music Festival & Viva Nampa (which will include dance groups and alcohol sales).
  - iii. Moved ticketed events to Fridays to allow more people to attend.
  - iv. Third Thursday themes set to “celebrate” different groups.
  - v. Going live with all of the event promotions this week.
- d. **Organization:**
  - i. Present Board Applications & Criteria
  - ii. Present Sponsorship Questions & Announcement Guidelines

### (4) New Business

- a. **Action Item:** Add New Member Brady Brummett
  - 1. **MTA:** Westmorland, Vincent
  - 2. **Motion Passed None Opposed**
- b. **Action Item:** Approve amended FY25 budget
  - 1. **MTA:** Hancock, Westmorland
  - 2. **Motion Passed None Opposed**
  - 3. **Discussion:**
    - a. This budget is the result of moving items that had been paid through the DNF to the DNA, and using the DNA to collect income that is not tax deductible. The DNA will cover administrative costs for both organizations. Line items include funding for other action items we will approve at today’s meeting.
    - b. Snow removal has begun (happened twice so far). It was great to have that done and was a great benefit for downtown businesses.
    - c. Rev share vs registration will be broken down once we have actuals.
- c. **Action Item:** Approve Iliad media contract
  - 1. **MTA:** Westmorland, Vincent
  - 2. **Motion Passed None Opposed**
  - 3. **Discussion:**
    - a. Members met with Iliad and discussed cross promotion. The increased cost is to pay their radio station personnel for attending events. Stations will be chosen based on each event theme.



- d. **Action Item:** Approve Social Media Manager contract
  - 1. **MTA:** Westmorland, Brummett
  - 2. **Motion Passed** *None Opposed*
  - 3. **Discussion:**
    - a. Oscar will work with the promotions committee to best use his expertise to promote new and existing businesses within the Downtown area
    - b. Bothwell has been working on an inclusive social media calendar to give guidelines and include other media coverage
- e. **Action Item:** Approve purchase of Christmas LED strip lights
  - 1. **MTA:**
  - 2. **Motion:**
  - 3. **Discussion:**
    - a. Recommendation to send this to the design committee

**(5) General Discussion**

- a.

**(6) Announcements**

- a. Next Regular Board Meeting: April's meeting date people will be in Philadelphia. Meeting will be rescheduled.

**Adjournment 8:38**