



## CITY OF TWIN FALLS, IDAHO

### TWIN FALLS CITY COUNCIL

### MEETING NOTICE

Members of the Twin Falls City Council will attend the meeting of the **Economic Development Ready Team** on Monday, June 2, 2014, at 3:30 p.m. in the City Hall PD Classroom located at 321 Second Avenue East

Leila A. Sanchez  
Deputy City Clerk/Recording Secretary



## AGENDA

*Meeting of the Twin Falls Economic Development Ready Team  
3:30 P.M.*

June 2, 2014, Monday  
City Hall Police Department Classroom  
321 Second Avenue East -Twin Falls, Idaho

### AGENDA ITEMS

1. CALL MEETING TO ORDER
2. AGENDA MODIFICATIONS
3. Approval of the February 18, 2014 and March 3, 2014 Meeting Minutes.
4. Update on the Downtown Revitalization Project.
5. Discussion on Business Retention Expansion (BRE).
6. Other topics and items of discussion from Committee Members.
7. Next Meeting: Monday, July 7, 2014 at 3:30 p.m.

*Any person(s) needing special accommodations to participate in the above noticed meeting could contact Leila Sanchez at (208) 735-7287 at least two working days before the meeting. Si desea esta información en español, llame Leila Sanchez (208)735-7287.*



**MINUTES**  
**Economic Development Ready Team**  
**Tuesday, February 18, 2014**  
**3:30 P.M.**  
**City Council Overflow Room**  
**305 Third Avenue East**  
**Twin Falls, Idaho**

**AGENDA ITEMS:**

1. Discussion of Transparency Resolution
2. Discussion of members
3. Discussion of Economic Goals Described in the City's Strategic Plan – Goals to be included in FY 2015.
4. General Update and Discussion on ED ProjectS.
5. Ready Team Meeting – Discussion of next available dates

**Present:**

Mayor Don Hall  
URA Vice Chair Dexter Ball  
Chamber of Commerce President/CEO Shawn Barigar  
Chamber of Commerce Board of Directors Ruth Pierce

**City Staff Present:**

City Manager Travis Rothweiler  
City Attorney Fritz Wonderlich  
Chief Finance Officer Lorie Race  
Community Development Director Mitchel Humble  
Economic Development Director Melinda Anderson  
City Engineer Jacqueline Fields,  
Public Information Officer Josh Palmer  
Recording Secretary Leila A. Sanchez.

**Twin Falls Council Present:**

Suzanne Hawkins  
Chris Talkington  
Rebecca Mills Sojka

Travis Rothweiler brought the meeting to order at 3:30 p.m.

The purpose of the Economic Development Ready Team is to encourage and create opportunities for collaboration between the City of Twin Falls and its economic development partners. The Ready Team compiles information and develops economic development strategies for site visits. It also serves as "the face of the community" when hosting and entertaining economic development opportunities during those visits and interactions. This team helps further the Strategic Planning objectives contained in the "Prosperous Community" section of the City's Strategic Plan. The Economic Development Ready Team became an officially recognized committee on December 9, 2013.

**AGENDA****1. Discussion of Transparency Resolution**

Fritz Wonderlich reviewed Resolution 1914, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TWIN FALLS, IDAHO, DECLARING A POLICY OF TRANSPARENCY AND OPENNESS IN CITY GOVERNMENT IN ORDER TO PROMOTE ACCOUNTABILITY, TO ENHANCE DISSEMINATION OF PUBLIC INFORMATION, AND TO ENCOURAGE CITIZEN PARTICIPATION IN CITY GOVERNMENT.

**2. Discussion of members**

Travis Rothweiler explained that by design, membership on the committee is determined by roles and positions, not individuals. Those on the committee are: the Mayor, URA Chairperson, URA Vice Chair, URA Secretary, Chamber of Commerce President/CEO, SIEDO Executive Director, Business Plus representative, and City staff.

In addition, the Tier 2 Team is composed of economic development partners. The committee is composed of members of our community and they represent the different economic sectors in our community. Members of the internal team are also on the committee. Both the public and private sectors are represented.

Discussion followed on inviting a representative from the following to serve on the Economic Ready Team:

- Twin Falls County Commissioner
- College of Southern Idaho (Jeff Fox)
- Southern Idaho Tourism (Debbie Dane)
- Twin Falls School District (Wiley Dobbs)
- Business Plus (Rebecca Wildman)

Group discussion followed on different media partners to serve as committee members.

Fritz Wonderlich explained the formation of the READY team and the procedure for calling for Executive Session 67-2345 (1) (e) To consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations.

### **3. Discussion of Economic Goals Described in the City's Strategic Plan – Goals to be included in FY 2015**

Melinda Anderson spoke on Prosperous Community. She began with Initiative PC1.1: Develop and implement a program for revitalization of downtown. An assessment on the downtown/old town infrastructure was completed. An internal group has been formed to review the assessment and will develop a capital improvement plan that incorporates public input.

The URA increased the TIF RAA 4-1 District by 17 blocks.

Ruth Pierce talked about the Twin Falls Future's Group opportunities to develop more M2 shovel ready property.

Group discussion followed:

- Objective PC 2.2B: Expand utilities to support economic development around the airport.
- Objective PC2.1B: Review transportation, including truck routes that support industry land uses to determine how the City can work with the region to improve the system.
- Expediting development for downtown URA development
- Focus on business and expansion
- Create and support partnerships
- Expand the opportunities for business and tourism

### **4. General Update and Discussion on ED Projects**

Melinda Anderson gave an update on Economic Development projects.

Ruth Pierce discussed SIEDO's national media campaign.

Chris Talkington discussed affording another million gallon water user.

Travis Rothweiler discussed how the Rangen call may indirectly impact the City of Twin Falls.

### **5. Ready Team Meeting – Discussion of next available dates**

The next meeting will be held on March 3, 2014. The meeting adjourned at 4:43 p.m.

Leila A. Sanchez  
Recording Secretary



MINUTES  
Economic Development Ready Team  
Monday, March 3, 2014  
3:00 P.M.  
City Hall Police Department Classroom  
321 Second Avenue East  
Twin Falls, Idaho

#### AGENDA ITEMS

1. Review and approval of the February 18, 2014, Minutes
2. Additions to the agenda
3. Introduction of new members:
  - a. Dr. Jeff Fox – President of the College of Southern Idaho
  - b. Dr. Wiley Dobbs – Superintendent of Public Instruction for the Twin Falls School District
  - c. Debbie Dane – Executive Director for Southern Idaho Tourism
  - d. Rebecca Wildman – Executive Director for Business Plus
  - e. Terry Kramer – Twin Falls County Board of Commissioners, Chair
4. Review the purpose of the City's Economic Development Ready Team
5. Developing a collective business retention and expansion program:
  - a. Partners and Roles
  - b. Obstacles and Opportunities
6. Attracting and Building the "Work Force".
7. Other topics of consideration – input from Committee Members
  - a. Possible topics for the next meeting.
8. Next Meeting: Monday, April 7, 2014, at 3:30 p.m. in the City Council Overflow Room.

**Present:**

Mayor Don Hall  
URA Vice Chair Dexter Ball  
Chamber of Commerce President/CEO Shawn Barigar  
SIEDO Executive Director Jan Rogers  
Chamber of Commerce Ruth Pierce  
School Superintendent Wiley Dobbs  
Southern Idaho Tourism Executive Director Debbie Dane  
College of Southern Idaho President Jeff Fox  
Business Plus Executive Director Rebecca Wildman

**City Staff Present:**

City Manager Travis Rothweiler  
Community Development Director Mitchel Humble  
Economic Development Director Melinda Anderson  
City Engineer Jacqueline Fields  
Chief Finance Officer Lorie Race  
Public Information Officer Josh Palmer  
Recording Secretary Leila A. Sanchez.

**Twin Falls Council Present:**

Suzanne Hawkins  
Chris Talkington

**Guests:**

Sarah Taylor

Travis Rothweiler brought the meeting to order at 3:00 p.m.

**1. Review and approval of the February 18, 2014, Minutes**

Travis Rothweiler stated that the February 18, 2014, Minutes will be placed on the April 7, 2014, agenda for approval.

**2. Additions to the agenda: None.**

**3. Introduction of new members:**

The following members introduced themselves to the Team:

- a. Dr. Jeff Fox – President of the College of Southern Idaho
- b. Dr. Wiley Dobbs – Superintendent of Public Instruction for the Twin Falls School District
- c. Debbie Dane – Executive Director for Southern Idaho Tourism
- d. Rebecca Wildman – Executive Director for Business Plus

Travis Rothweiler stated that Leon Mills will be representing the Twin Falls County Commissioners.

**4. Review the purpose of the City's Economic Development Ready Team**

Travis Rothweiler explained the purpose of the Economic Development Ready Team is to encourage and create opportunities for collaboration between the City of Twin Falls and its economic development partners. The Ready Team compiles information and develops economic development strategies for site visits. It also serves as "the face of the community" when hosting and entertaining economic development opportunities during those visits and interactions. This team helps further the Strategic Planning objectives contained in the "Prosperous Community" section of the City's Strategic Plan. The Economic Development Ready Team became an officially recognized committee on December 9, 2013.

Discussion followed on the creation and functions of the Ready Team.

-Role and expertise of members

- Input of different ideas and perspectives from members
- Importance of community partnerships
- Community ready for new and existing companies

**5. Developing a collective business retention and expansion program:**

- a. Partners and Roles
- b. Obstacles and Opportunities

Travis Rothweiler stated that this will also be discussed at a future meeting.

Other discussion.

Travis Rothweiler explained the Clif Bar Project is a collaborative effort made with partners.

Chris Talkington explained that an obstacle for industrial growth and residential expansion are the limitations of water and wastewater capacity. The Strategic Plan projects the population growth of 75,000 plus. He asked what is the City's growth capacity relative to water and wastewater and if the City of Twin Falls will be able to service another company similar to Chobani.

City Manager Rothweiler stated that in 2003 the daily peak water usage was 33 million gallon and in 2013 water usage was 27.5 million gallons, showing growth at 25%.

The WWTP is currently accepting 9.5 million gallons of wastewater per day and the expansion will add 10 million gallons per day.

- Maximizing the use of water to include surface water, conservation, and watering on alternative days.
- Will Serve letters for water and wastewater. The City is currently going through the water facilities process that will define improvements to the water system to grow and expand.
- Update on the Twin Falls Wastewater Treatment Plant Phase 2 Expansion included completion of 60% of the design, estimated project cost of \$32 million, and bond sales.
- Chobani is allowed a daily maximum of 1 million gallons per day for wastewater.

Focus areas:

- Glanbia business expansion
- Potential of commercial and retail businesses
- Business retention and expansion
- College of Southern Idaho Small Business opportunities
- Contacts received from Business after Hours

Jan Rogers discussed focusing on business expansion and retention.

Melinda Anderson discussed businesses selling goods and services that are out of the area.

Chris Talkington stated that the ZOAC is reviewing Title 10, Zoning and Subdivision Regulations. Ordinance pertaining to businesses and the PUD process.

**6. Attracting and Building the "Work Force"**

Discussion followed of attracting non-working retirees.

- Plan for controlled and average growth
- Assuring that businesses are a good fit and providing opportunities for seniors and youths
- Industrial growth adds taxing districts and adds to a positive quality of life
- Importance of education and training of youths
- Idaho lowest wage scales in nation

Wiley Dobbs explained that that he has received positive feedback from the older community on the proposed Twin Falls School District Bond Levy Election 2014. The impact on property taxes - \$.55 per \$1,000 of taxable value after homeowner's exemption.

Shawn Barigar stated that industrial and larger employees have stated concerns of today's workforce.

Jeff Fox stated that according to the Department of Labor, the unemployment rate is 3% to 4%. Concern has been made on the lack of employee loyalty, work ethics, and getting along with one another.

**7. Other topics of consideration – input from Committee Members**

a. Possible topics for the next meeting.

Travis Rothweiler discussed the Team working on opportunities, strategies and logistic issues.

Discussion followed on:

- Confidentiality issues
- New businesses/industries to not impact existing businesses.
- Trained, educated workforce
- Opportunities for youths
- Investigating how other communities have done to retain and attract businesses
- Broaden workforce

**8. Next Meeting: Monday, April 7, 2014, at 3:30 p.m. in the City Council Overflow Room**

Travis Rothweiler explained that a meeting with the Ready Team's Tier 1 and Tier 2 will be held at St. Luke's Magic Valley Medical Center. Topics for discussion will include: Attracting and building the "Work Force" and a presentation by Debbie Dane on the impact tourism has had in the area. The Twin Falls Future's Group will make a presentation at a subsequent meeting.

The meeting adjourned at 4:30 p.m.

Leila A. Sanchez  
Recording Secretary