



CITY OF TWIN FALLS, IDAHO

MEETING NOTICE

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The Economic Development Ready Team is scheduled to meet on Monday, June 1, 2015, at 3:30 p.m., City Hall PD Classroom, located at 321 Second Avenue East.

Purpose: Review of site readiness.

Leila A. Sanchez
Deputy City Clerk/Recording Secretary



AGENDA
***Meeting of the Twin Falls
Economic Development Ready Team***
Monday, June 1, 2015
3:30 P.M.

AGENDA ITEMS

3:30 P.M.

1. CALL MEETING TO ORDER
2. AGENDA MODIFICATIONS
3. Approval of the March 2, 2015, Ready Team Minutes.
4. Review of site readiness.

***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

Meeting of the Twin Falls Economic Development Ready Team

Monday, March 2, 2015

City Hall Police Department Classroom
321 Second Avenue East -Twin Falls, Idaho

AGENDA ITEMS

3:30 P.M.

1. CALL MEETING TO ORDER
2. AGENDA MODIFICATIONS
3. Approval of the February 2, 2015, Ready Team Minutes
4. Continue discussion by the Ready Team of Twin Falls' economic future.

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.

3:30 P.M.

Present:

Melinda Anderson, Shawn Barigar, Debbie Dane, Wiley Dobbs, Jeff Fox, Don Hall, Leon Mills, Brian Pike, Lorie Race, Travis Rothweiler, Chris Talkington, Rebecca Wildman, Leila A. Sanchez

1. CALL MEETING TO ORDER

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

2. AGENDA MODIFICATIONS: None

3. Approval of the February 2, 2015, Ready Team Minutes

Jeff Fox moved to approve the February 2, 2015, Ready Team minutes. The motion was seconded by Debbie Dane. All members present voted in favor of the motion. Approved.

4. Continue discussion by the Ready Team of Twins' economic future.

Melinda Anderson reviewed the Twin Falls Economic Vision March 2015.

Strategic Plan 2030 – Prosperous Community Vision – A consistent commitment ensuring community residents have access to employment that supports personal and family well-being has resulted in a robust economy based upon the traditional agricultural base of the region as well as an expanded economic base from new fields of endeavor. A balanced focus by a variety of regional partners on preparing the labor force to effectively function in an era of changing skill requirements as well as on-going investment in required infrastructure has allowed locally based businesses to expand as their business needs dictate while accommodating new industries and businesses into the marketplace.

Ms. Anderson also explained how much time she spends on the Main Avenue Redesign Project and other downtown projects, Clif Bar infrastructure, payables, and other necessary legal work, various activities such as TFURA management and legislation, responding to local business inquiries, site inventory, and being part of the City leadership team.

She explained the goals and objectives for helping with job creation and retention.

Goal PC 1: Revitalize downtown.

Initiative PC 1.1: The City will provide leadership in the creation of partnerships for revitalization downtown.

Objective PC1.1A: Develop and implement a program for revitalization of downtown.

Goal PC 3: Expand the opportunities for business and tourism.

Initiative PC3.1: Identify 3 – 5 industry sectors that fit the community to create job diversity including more technology jobs, while retaining the focus on agricultural based economy.

This initiative has been placed on hold by the Ready Team because of lack of resources to implement. (Staff has recommended to the Long Term the hiring of an Economic Development Assistant who can make this initiative one of the focus areas.)

Objective PC3.1B: Develop and maintain an inventory of industrial buildings and sites. (Objective attained in 2014. Updating the inventory on the City's website is ongoing.)

Initiative PC3.2: The City will use tourism as a tool in economic development.

Objective PC3.2B: Use existing and potential tourism activities as a tool for economic development efforts. This objective is ongoing.

Discussion followed.

Debbie Dane explained that Southern Idaho Tourism includes the Parks & Recreation Department in their market. The Shoshone Falls webcam has brought tourists to Twin Falls.

Shawn Barigar explained that First Federal included the trail in their portfolio as an asset.

Don Hall explained that expanding tourism includes highlighting amenities such as Shoshone Falls.

Ms. Anderson continued to discuss the following:

Initiative PC3.3: The City will serve as the focal point for economic development efforts.

Objective PC3.3A: Focus on both business retention and expansion efforts. (A formal program is not in place. Staff has recommended to the Long Term Planning Committee the hiring of an Economic Development Assistant who can make this initiative one of the focus areas.)

Travis Rothweiler explained that the Economic Development Assistant recommendation will go before the Long Term Planning Committee. If approved, LTP will recommend this to the City Council for approval. He discussed the importance of a more robust retention service.

Discussion followed:

- Main Avenue Redesign Project completion in 2017
- Clif Bar design completion in May
- Workload increased for city departments working on Chobani and Clif Bar
- Economic Development Assistant qualifications would include a college degree
- Site selection process and workforce restraints
- Business recruitment to include current local businesses

Ms. Anderson continued to discuss missing initiatives and objectives. She explained that Twin Falls currently does not have a variety of sites to market nor a business or industrial park.

Discussion followed:

- Developing a business attraction program
- New businesses are seeking ground to build on
- Attracting high tech businesses

Ms. Anderson discussed workforce and training. The unemployment rate of 3.3% is expected to continue to decline, especially with Clif Bar's expected hiring. The underemployment rate could be 10% or higher.

Discussion followed:

- Identifying the size and skills of the underemployed group.

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-Partnering with College of Southern Idaho, Magic Valley cities, SIEDO, Department of Labor, Chamber of Commerce, and others for training, education and recruitment.

The meeting adjourned at 4:45 p.m.

Leila A. Sanchez
Recording Secretary