Twin Falls Urban Renewal Agency
Updates | March 2011

Projects and Media

March media continued to be positive with the coverage of the "BID business application's" story in the Times News. There was a strong message in that piece that focused on the efforts of the TFURA Board to direct resources to the downtown business community which was one of the goals in our original proposal. This decision by the subcommittee and the coverage it generated clearly made that point. This is an item the TFURA Vice-Chair has stressed in several meetings. The TFURA also had good coverage on the decision to move ahead with the waterline project for the next phase of that effort. That story in the Times News followed the Board meeting where the vote and decision was made. In that story the BID projects were also mentioned.

That same waterline story was mentioned and covered on KMVT-TV on March 15th and posted on their website March 16th. Here is the link to that story: http://www.kmvt.com/news/local/New-water-line-for-Twin-Falls-could-be-invitation-to-new-business-118094184.html

The beginning of month was spent in final preparations for the Communication Training that was implemented on Wednesday, March 2nd in one of the Twin Falls City Hall meeting rooms. The training was provided by Rick Magnuson and Mike Tracy of MSVM/Tracy in two sessions in the morning and afternoon. All Board members were able to attend except Leon Smith who could not participate due to his obligations at the Idaho Legislature. We were pleased that we had some good feedback on the training including Board member Larry Hall that sent this note the afternoon following the training:

Mike,

Excellent training this morning! I gained a great deal of education and insight by attending. I took copious notes and will refer to them often. Thanks again!

Pleased with the prospects,

Larry

Larry D. Hall, Coordinator

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One of the items brought up during the media training was the need for simple talking points describing the TFURA for Board members and others. We produced those points and delivered those to Melinda for Board distribution on March 7th.

Finally, I am in regular contact with Melinda, both by email and phone, to consult with her on various media issues and other Board programs and projects. We feel like we've made substantial progress on the items laid out in the proposal and the deliverables at the beginning of the contract period. From our big kick-off with the C3 opening the smaller successes in the media on various projects like the water line and the BID projects we have achieved many of the goals first envisioned in discussions between MSVM/Tracy and the TFURA Board.

Hours	
Research	2 hours
Media contacts:	1.5 hours
Client calls	2 hours
Client emails	1.5 hours
Print materials	1 hour
Agency meeting	1 hour
Agency calls	2 hours
Communication	
Agenda Prep	6 hours
Travel	4 hours
Training Sessions	6 hours
Total hours	27 hours