



CITY OF TWIN FALLS, IDAHO

**SPECIAL MEETING NOTICE
FOR
Twin Falls City Council
Twin Falls Economic Development Ready Team**

The Twin Falls Economic Development Ready Team will meet on Monday, December 5, 2016, at 3:30 p.m. The meeting will be held at the Twin Falls Council Chambers located at 305 Third Avenue East, Twin Falls, Idaho.

A quorum of the Council may be in attendance.

AGENDA

**CALL THE MEETING TO ORDER
AGENDA MODIFICATIONS**

- I. CONSENT CALENDAR:
 1. Approve the Ready Team Minutes of August 15, 2016.

- II. ITEMS FOR CONSIDERATION:
 1. Review City of Twin Falls Community Strategic Plan 2030 Goals for Focus Area 6 – Prosperous Community and Comprehensive Plan Chapter 3 – Economic Development
 2. Presentation of Twin Falls 'Livability' marketing campaign
 3. Discussion of Target Areas for 2017
 4. Adjournment.

**Leila A. Sanchez
Deputy City Clerk/Recording Secretary**



CORRECTED AGENDA
Meeting of the Twin Falls Economic Development Ready Team
 Monday, December 5, 2016
 3:30 P.M.
 Twin Falls Council Chambers
 305 Third Avenue East -Twin Falls, ID 83301

CALL THE MEETING TO ORDER AGENDA MODIFICATIONS	
AGENDA ITEMS	
I. <u>CONSENT CALENDAR:</u> 1. Approve the Ready Team Minutes of August 15, 2016.	Leila A. Sanchez
II. <u>ITEMS FOR CONSIDERATION:</u> 1. Review City of Twin Falls Community Strategic Plan 2030 Goals for Focus Area 6 – Prosperous Community and Comprehensive Plan Chapter 3 – Economic Development	Nathan Murray
2. Presentation of Twin Falls ‘Livability’ marketing campaign	Josh Palmer
3. Discussion of Target Areas for 2017	Nathan Murray
4. Adjournment.	

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.



The Ready Team held a meeting on August 15, 2016, at 3:30 p.m. at City Hall located at 103 Main Avenue East, Twin Falls.

Present:

Dexter Ball	Urban Renewal Agency Secretary
Shawn Barigar	Twin Falls Chamber of Commerce
Dan Brizee	Urban Renewal Agency Chairman
Wiley Dobbs	Twin Falls School District #411
Suzanne Hawkins	Twin Falls City Council Vice Mayor
Jeff Hough	Southern Idaho Economic Development Organization (SIEDO)
Mitchel Humble	City of Twin Falls
Nathan Murray	City of Twin Falls
Josh Palmer	City of Twin Falls
Lorie Race	City of Twin Falls
Travis Rothweiler	City of Twin Falls
Leila A. Sanchez	City of Twin Falls

Agenda Item 1 - Call meeting to order.

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

Agenda Item 2 – Agenda Modifications.

None

Agenda Item 3 – Approve the Ready Team Minutes of February 1, 2016.

Dan Brizee moved to accept the minute as submitted and Jody Trembley seconded the motion. Roll call vote showed that all members present voted in favor of the motion.

Agenda Item 4 – Introduction of Nathan Murray, the City of Twin Falls Economic Development Director.

Travis Rothweiler introduced Nathan Murray.

Nathan Murray gave a brief background of his work experience.

Discussion followed:

- Main role for Ready Team
- Core team to vet economic development solutions
- Advise and receive information
- Partnering with communities

Agenda Item 5 – Update on city branding and marketing efforts.

Josh Palmer gave an update on city branding and marketing efforts.

He spoke on the following:

- Promotion and Advertising:
- Advertising the City of Twin Falls for new or expanding business partners and workforce in state economic development publications, site selector publications, as well as tourism and visitor publications
- Advertising would focus heavily on promoting place, quality of life, and the value of our natural heritage, as well as quick and efficient local government, low cost of doing business, and tailored resources by the City of Twin Falls, Urban Renewal Agency, College of Southern Idaho, etc
- Promoting and engaging with tourists and visitors through Livability resources. Working with Livability to achieve and maintain status as top ten places to live in Idaho and a great place to do business
- Explore promotion and advertising through new digital platforms

Branding:

- A brand is more than a pretty logo. It's what the community is expected to deliver to current and future customers and stakeholders. It's a consistent message across all organizations and individuals in the community, and it's a consistent look that immediately identifies the City of Twin Falls
- The City of Twin Falls has started the process of developing a consistent communication and branding plan within the organization
- The City of Twin Falls has also assembled a team of individuals in communication and marketing in the community, which will assist in the development of a community branding effort
- The core team includes communication staff from the City of Twin Falls, College of Southern Idaho, Twin Falls School District, St. Luke's Magic Valley, Southern Idaho Tourism, and the Twin Falls Area Chamber of Commerce. It will meet weekly to develop a process to engage residents in promoting quality of life and services in Twin Falls

The meeting adjourned.

Leila A. Sanchez
Recording Secretary