



Corrected Minutes

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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)
Jody Tremblay	St. Luke's
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 consent agenda as submitted. Jody Tremblay 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
- 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