

**Downtown Boise Association
Retail & Services Forum
April 13, 2005**

The Downtown Boise Association Retail & Services Forum met on Wednesday, April 13, 2005, at 8:30 am, at the DBA Headquarters, 720 W. Idaho St., Boise.

The following items were discussed:

ROCKY MOUNTAIN ROUND-UP

- **Rocky Mountain Round-Up:** Ron Gardner (Information Specialist, Tourism Development/Idaho Commerce & Labor) reviewed the event, which is taking place April 14, 2005 in downtown Boise. Anyone with additional suggestions or ideas should contact him at ron.gardner@tourism.idaho.gov, or 334-2650, ext. 2156,

GLENN RUMMLER-BLAM DESIGN

- **Importance of Identity and It's Impact on Return Sales:** Glenn discussed the importance of "branding" a business and provided suggestions and ideas to the group for their own "business branding." He distributed a hand-out for review.

FIRST THURSDAY- REMINDERS & ADVERTISING PROGRAM

- Kâren Sander reviewed the guidelines for submission and the advertising program with the Idaho Statesman.
- Diane Ronayne reviewed her role as the editor and writer of the First Thursday piece. Topics for future stories were discussed. Those with ideas may contact Diane at 336-2128 or dronayne@cableone.net.

FLOWER PLANTERS

- Flower planting will begin in May.

CALENDAR OF EVENTS

- A copy of the events calendar (March – August 2005) was distributed for review. Kâren reviewed the immediate events (March) taking place in the downtown area.
- Greg Mitzuta (Bandanna) discussed a large track meet occurring in Nampa. He informed the group that the majority of the attendees are staying at The Grove Hotel.
- Heidi Simonet (Chico's) reminded the group of an upcoming St. Al's fashion show that she will be hosting and supplying the clothing for. She encouraged anyone interested to contribute items for the give-away bags that will be distributed to the attendees. The event is April 19 and 350 attendees are expected. Anyone interested should contact Heidi at 424-6722.
- Katina Dutton (CCDC) reported that BODO is planning on opening the new parking garage November 1-15, 2005. The hotel is scheduled to open in July 2006.
- Molly Rasmussen (Boise Weekly) reported that the new Boise Weekly Calendar writer is Amy Atkins.
- Welcome Signs for visitors: the group discussed signage to welcome visitors. This has been provided by BCVB in the past. The merchants would like to start up the program again. Kâren has discussed this item with Nanc Wilson at BCVB and she has agreed to provide the signage. Stacy Heck has provided the downtown merchant contact list for her to do so.

ANNUAL MEETING UPDATE (AGENDA ADDITION)

- Kâren Sander reviewed the details of the Downtown Boise Association 18th Annual Meeting, scheduled for April 19, 2005, at the Grove Hotel. The meeting will be held at 7:30 a.m. and all are encouraged to attend.

Submitted By:

Stacy Heck

DBA

Member Services

- **Kid For a Night**: Lil Kurek reviewed the upcoming event details, scheduled for June 6. She requested the support of the merchants and stressed that the money generated stays within the community. Anyone needing more information should contact Lil at 433-0872.