

**Downtown Boise Association
Retail & Services Forum
February 9, 2005**

The Downtown Boise Association Retail & Services Forum met on Wednesday, February 9, 2005, at 8:30 am, at the DBA Headquarters, 720 W. Idaho St., Boise.

Guests: Kevin Bekker, Robin Stephenson and Tim Bower, The Idaho Statesman; Maureen Ayers, American Cancer Society

The following items were discussed:

THE IDAHO STATESMAN

- **Review of Idaho Statesman's Women's Show:** Kevin Bekker reviewed the details of this year's event and presented the advertising materials. The show dates are April 30 through May 1. Attendance at last year's event was 3,500. Attendance this year is expected to be 4,000. 24 Downtown Merchants participated last year. So far, 7 commitments from merchants for this year; 20 booths total must be sold to be considered a "sponsor." Kåren Sander and Katina Dutton briefly discussed the possibility of sharing a booth (DBA & CCDC). Mary Wilson (Ishi) shared her thoughts on the event last year and encouraged others to get involved this year. Kevin will bring a list to the next Forum of the participants this year. For more information regarding this, please use one of the following-
Kevin Bekker: 377-6351
Event Information Line: 672-6770, email:womensshow@idahostatesman.com
- **Hotel Wrap:** Tim Bower presented and reviewed the "hotel wrap." A hand-out was distributed for review. Sue F. (Larry Knapp) stated that Larry Knapp supplement the cost for his tenants in the amount of \$45.00. The Ninth St. Merchants have met with Tim as a group and will move forward as a group. For more info regarding this contact Tim Bower at 377-6379. Karen Falk will solicit the merchants in Old Boise to see if they are interested in working as a group as well.

AMERICAN CANCER SOCIETY

- **Daffodil Program:** Maureen Ayers presented and reviewed the details of the Daffodil Program, a fundraiser for the American Cancer Society.

CALENDAR OF EVENTS

- **Review of Calendar:** Stacy Heck reviewed the upcoming events that affect downtown. It was determined that the group would benefit more from a printed calendar that can be taken with them, emailed as requested, etc. A printed version will be distributed at the next meeting. Stacy requested that any events affecting the downtown area be shared with her, so that she may update the calendar on a consistent basis.

GLENN RUMMLER-BLAM DESIGN: RETAIL BRAND FOCUS

- Glenn was unable to attend the meeting. In his absence, Mary Wilson shared her experience working with Glenn. She stated that he is fabulous and well worth the investment she made. Glenn spent just one hour with Mary in her store and the results were dramatic and noticeable. Mary highly recommends that the other merchants work with him.

FIRST THURSDAY- REMINDERS & ADVERTISING PROGRAM

- Kâren Sander and Stacy Heck reviewed the information process and the timeframe for receiving the information that is included in the monthly flyer. The process for advertising in the Idaho Statesman via the First Thursday form was re-reviewed. The group briefly discussed ideas for drawing more people to downtown. Lil Kurek (American Clothing Gallery, Inc.) suggested that “you are here” indicators (i.e. like you find in a “mall”) be placed throughout downtown. The group discussed the positive and negative aspects. Katina Dutton, CCDC, will research the cost and report back

BLOCK CAPTAINS-PHONE TREE

- Kâren Sander discussed the need for a “phone tree” to share information in a timely manner. Once the block captains are determined and in-place the “phone tree” will be created and implemented.

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. Major sponsors of the event are CCDC and the Idaho Business Review.

Submitted By:

Stacy Heck

DBA

Member Services