

**Downtown Boise Association
Retail & Services Forum
June 8, 2005**

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

Guests in attendance: **Jack & Patti Armstrong/NW Motor Sports**
 Dave Eiguren/Jaialdi
 Greg Mitzuta/Main St. Mile

The following items were discussed:

CAPITOL CITY CRUISE

- **Guests Jack & Patti Armstrong:** Jack Armstrong reviewed the event. Due to the size of the event, a portion of it will occur at the fairgrounds; the event will culminate with the Capitol City Cruise on Saturday, July 2, 2005, from 7 – 11 pm, on Main St. Merchants should prepare for increased business and activity during the event. This is an event that draws a wide variety of people; the cars are very expensive showpieces. For more information regarding this event, contact: Jack or Patti at 323-1808 (office), 890-1576 (cell), jack@northwestmotorfest.com, or visit www.northwestmotorfest.com.

JAIALDI

- **Guest Dave Eiguren:** Dave reviewed the festival, which takes place every 5 years. Dates for this year are: July 27-July 31, 2005. Due to the entire size of the event, a portion of it will be held at the fairgrounds; the downtown portion will encompass the closing of the Basque Block for an entire week, when a variety of events will take place. This is the largest Basque festival in the world. Downtown should prepare for a lot of activity. Retailers should note that “sheep related” items (i.e. shirts w/ sheep motif) tend to sell very well. Lil Kurek, American Clothing Gallery, reported that during the last festival, she cleared out an entire inventory of high ticket jackets that had a “sheep motif;” furthermore, she ordered more and had them shipped to the purchasers!
- To help us all get in the Basque spirit, Dave gave a quick lesson in speaking Basque; the group learned to say: Hello: Kaixo, Thank You: Eskerik Ask, and Good Bye: Agur.
- For more information, call: 888-4508.

MAIN ST. MILE

- **Guest Greg Mitzuta:** Greg reviewed the details of this years event. The event will take place on Friday, July 1, at 6:30 pm. As it is a fundraiser for Prostate Cancer, FREE screenings will be available for men 40 plus; screening mobile will be in front of City Hall on June 30 and July 1 for the free screening. Last year the event was very successful; this year should be even better. For more info. about the event, visit: www.mainstreetmile.org, or contact Greg Mitzuta or Ryan Canning at Bandanna Running and Walking, 386-9017.

FIRST THURSDAY- REMINDERS & ADVERTISING PROGRAM

- Kâren Sander reviewed the guidelines for submission and the advertising program with the Idaho Statesman. Kâren reminded the group that the First Thursday piece is based on a “50%/50% split,” i.e. 50 % advertising and 50% downtown “stories.” If the merchants do not support the piece with advertising, the editorial content will be cut.
- Diane Ronayne requested photos for a “history” column that she is working on. Those with photos or ideas may contact Diane at 336-2128 or dronayne@cableone.net.

- Diane stated that the June piece will most likely be a “father’s day theme.”

CALENDAR OF EVENTS

- A copy of the events calendar (June through August 2005) was distributed for review. Kâren reviewed the immediate events taking place in the downtown area.
- Lil Kurek, American Clothing Gallery, stressed the importance of the merchants staying open later during the Jaialdi events. She suggests that this message be conveyed to all merchants. She is suggesting that merchants remain open until at least 8 pm.

BID SERVICES

- **Tree Pruning:** Kâren Sander informed the group that the downtown tree pruning service has begun for the season. Please inform the DBA if there are any problem areas that have not been taken care of; as the district grows and changes there may be areas that require service now that did not in previous years.

BID CHANGES/MOVES

- Kâren reviewed the current list of merchants that are new to downtown or have relocated within the BID.

MARKETING/COMMUNICATION

- **Website:** The new website is up and running. Please submit your merchant information to be added to the website.
- **Map & Directory:** The Spring/Summer 2005 edition is available. Please notify the DBA if you need some. Please recycle any of the old ones. The current one is BLUE.
- **Gift Certificate/Card:** Kâren reported that the DBA has been researching the options available to switch from the current “paper” program to an electronic gift card. A letter has been sent to all downtown merchants that would be affected by this. So far, only one merchant has responded to the letter with their comments/concerns. **It is extremely important that all merchants review this information, as the switch to the electronic card is likely to occur in the very near future.**

Submitted By:
Stacy Heck
DBA
Member Services