

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

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

The following items were discussed:

CALENDAR OF EVENTS

- **Rocky Mountain Round-Up:** Stacy Heck reported that a group of 40 – 50 European travelers will be coming to downtown on April 14 for a shopping tour. She asked for three volunteers to lead the group. Lil Kurek (American Clothing Gallery) Karen Falk (Karen Louise) and Dan (Artisan Optics) have volunteered to lead the group(s).
- **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.

GLENN RUMMLER-RETAIL POINTERS

- Tabled due to Glenn's absence.

FIRST THURSDAY- REMINDERS & ADVERTISING PROGRAM

- Kâren Sander reviewed the guidelines for submission and the advertising program with the Idaho Statesman.
- Sue Froshiesar (Larry Knapp & Associates) stated that the March First Thursday piece was very slim. Kâren explained that the piece is based on 50% merchant advertising. If more merchants do not get involved the piece will continue to suffer.
- Katina Dutton (CCDC) reported that the parking garages would be charging a flat fee of \$3.00 for the March First Thursday event. This is due to the Gene Harris Jazz Festival occurring on the same night. It is anticipated that this will eliminate problems at the point of exit.

IDAHO STATESMAN- LETTER TO THE EDITOR

- The group discussed a recent "letter to the editor" which appeared ("Downtown Is Dead") in a recent edition of the paper. It was determined that the best response at this point in time is no response.

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 First Thursday 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 Nancy 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