

**Downtown Boise Association
Retail & Services Forum
May 18, 2005**

The Downtown Boise Association Retail & Services Forum met on Wednesday, May 18, 2005, at 8:30 am, at the DBA Headquarters, 720 W. Idaho St., Boise.

The following items were discussed:

VETERANS DAY PARADE

- **Guest Gary Randel:** Gary Randel reviewed the details regarding the parade, which will take place on November 5, 2005, 10 am – 11 am, in downtown Boise. For more info regarding this please contact Gary at 573-3848 or email g.randeljr@att.net.

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 (May 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

- **Signs on Downtown Poles:** Kâren reviewed the increasing problem of signage/flyers being posted on downtown light, power and telephone poles. According to Boise City Ordinance, it is unlawful to do so. The group discussed this problem. As the ordinance is not being enforced at this time, Kâren requested that each person help with the problem and remove them when the opportunity arises. The DBA staff and a few merchants do so on a daily basis, however, the problem is increasing and more help is needed.
- **“A” Frame Ordinance:** Geoff Hundt explained that an ordinance is also in place regarding sidewalk signage. There has been discussion about the police enforcing this. Geoff will share the information concerning this as he receives it.
- **Flower Pots:** All flowers have been planted.

BID CHANGES/MOVES

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

MARKETING

- **Website:** The new website is up and running. Please remember that it is a daily work in progress and that there is still much information to be added.

- **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.

OTHER:

- **Vandalism:** Tom Ryder asked if any one has been affected by the recent increase in nighttime activity downtown. The group discussed and reported that they have seen an increase in vandalism, mostly broken glass (from beverage bottles). Kâren reported that this is a major area of concern for everyone and that the DBA is working with the police to control the situation.
- **Saturday Market:** Lil Kurek asked if the Saturday Market could extend its operating hours; just one hour longer would be great. Discussion followed and all agreed that this would be a good idea. They love the market and the business it brings. Max Clark, CCDC, said he would discuss this with Karen Ellis, who runs the market, and report back.

Submitted By:

Stacy Heck

DBA

Member Services