

## Committee Members

Mayor Joe Stear	Casey Sharp
Lisa Bachman	Randy Shroll
David Gronbeck	Mike Smith
Karri Keller	Blake Watson
Kara Medrano	City Staff:
Ana Paz	Lisa Holland
Julie Roberts	Wendy Howell



## CITY OF KUNA

**Kuna City Hall Conference Room, 751 W 4th Street, Kuna, Idaho 83634**

### **Kuna Economic Development Committee MINUTES**

**Thursday, September 12, 2019**

**12:00 P.M. – 1:00 P.M.**

1. Welcome & Lunch: Attendees included: Lisa Bachman, Wendy Howell, Lamar Settlemyres, Kelsey Holder, Rocco D'Orazio, Karri Keller, Kara Medrano, Blake Watson, Mike Smith, Randy Schroll, Mayor Stear, Lisa Holland, and Fire Chief Phil Roberts
2. Economic Development Update – Lisa Holland, Economic Development Director
  - a. Lisa Holland gave a brief update on economic development efforts, projects, and accomplishments for the past year (see Economic Development Update at end of Minutes).
3. Goals for 2020
  - a. **Restructure Economic Development Committee:** Working with the Mayor, we are restructuring the Economic Development Committee to meet every other month as we have been for community updates, but also have an executive board, made up of business members that have a more hands-on role in economic development activities.
  - b. **Complete Strategic Plan for Kuna Economic Development:** Build on the demographic data and community input received from the Comp Plan process to build out a strategic plan for economic development. This plan will focus in on a short list of economic development priorities with specific action items on what to accomplish, along with metrics on how to evaluate success.
    - i. **Survey Local Business Community & Regional Partners:** Create a survey that captures detailed information about Kuna (strengths, weaknesses, opportunities, areas of focus for economic development, etc).
    - ii. **Commercial & Industrial Growth:** Put together a target industry analysis and data to support what types of companies would do well in Kuna, and identify gaps of what's needed.
    - iii. **Establish 5-6 Actionable Items** for Kuna's ED Committee to Pursue, then create action steps of what needs to be accomplished, and metrics on how to evaluate success. A few thoughts:

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1. **Establish Expanded Industrial Park in Kuna:** Work with local developers on creating a plan for future light industrial opportunities in Kuna.
  2. **Launch Retail Incubator**
  3. **Business Attraction Initiatives** (hotel, restaurants, office, etc?)
  4. **Business Retention Initiatives** (workshops, ribbon cuttings, spotlights, etc): Continue meeting with local businesses, building relationships, partnering with the Chamber and doing what we can to make businesses successful.
  5. **Explore an Urban Renewal District** (pending council approval): Continue looking at opportunities to enhance public infrastructure and attract new companies and investment. Continue meeting with local entities to address concerns and find solutions for lack of resources.
  6. **Downtown Kuna:** Continue building on the City's success with the Main Street project, and look for future opportunities to add a community plaza, streetscape improvements for 4<sup>th</sup> street, and continued integration with the greenbelt and pathways. Explore Private Public Partnerships.
  7. **Education & Workforce Goals?**
- c. **Finish Certification from IEDC:** In 2020, I'll plan to take the exam with the International Economic Development Council to gain the Certified Economic Developer credential (CeCD). I'm taking the final course I need in October, and plan to test and one of the available dates this year for the certification.
4. Update on Urban Renewal Eligibility Study
    - a. Lisa Bachman (JUB Engineers) shared an update on where the City is in the process of the Eligibility Study. We shared a high level overview FAQ document that explains the URD process as well as some of the questions that will be asked during the outreach portion of the study.
  5. Dates and Times for Strategic Planning Session Workshop
    - a. Set date for Strategic Planning Workshop (October 30<sup>th</sup> for a half day)
  6. Discussion & Questions
    - a. Lisa Holland shared that one goal for 2020 might be to host an open house for developers and brokers to learn about Kuna.
      - i. Suggestions from the group included talking about cost of fees for building in Kuna, ease of process, analyzing if our City is easier than others
    - b. Announcement: Boys and Girls Club is planning their annual fundraising breakfast for October 23 from 7:30 – 9:00 am at the Kuna Event Center.

- c. Chief Phil Roberts shared that he is looking to create a 5 member board related to a levy over-ride district, and would like to accomplish goals by March so that a 1.1 million fire district levy could go forward in a May election.

## 7. Adjournment

### **Economic Development Update – City of Kuna**

August 2019

Mayor and City Council Members,

In July, I passed one year since I started in Kuna, and I want to thank you so much for the opportunity to serve the City as the Economic Development Director. I put together a few highlights of what we accomplished this year, as well as some goals for the coming year. I look forward to working with all of you on these projects and others, and can't wait to see what we can accomplish.

#### ***A Year in Review - Economic Development Updates:***

- ***Community Awareness, Relationship Building & Partnerships:***
  - Development Contacts: Dozens of meetings with real estate developers & brokers to change perception of Kuna and gauge interest in development opportunities. Many of these meetings have turned into development opportunities.
  - Business Retention & Expansion: Worked and met with Kuna businesses on local needs, attending Chamber and community events, assisting with workshops and communication.
  - Marketing: Completed two marketing videos for Kuna, a demographic overview, and also helped the Kuna Chamber craft a membership directory and new website.
  - Presentations: Represented Kuna in giving presentations about the community (Thornton Oliver Keller, Colliers, TitleOne Forum, Kuna Chamber, Ada County Sheriff's Office, Kuna Business Alliance and others)
  - Partnerships: Worked closely with the Kuna School District on their strategic planning process, Joint workshops and ribbon cuttings with the Kuna Chamber, worked closely with the Boise Chamber/BVEP, Boys and Girls Club, Ada County, ACHD, Southwest Idaho Manufacturer's Alliance, Idaho Economic Development Association, Idaho Power, etc. I am also planning to serve as a Board Member for the Kuna Chamber of Commerce for 2019/2020.
  - Staff Connectivity: Working collaboratively with the Planning & Zoning and the Public Works Department, we meet bi-monthly to talk through project activity and update each other.
- **Workshops:** In January and February of 2019, the City of Kuna hosted a 3 part entrepreneurship training workshop series. I also put together a digital resource library for entrepreneurs looking to start a business in Kuna. Overall, the results and feedback were positive with requests to continue workshops in the future. Overall, 10 individuals

completed all 3 workshops, with 25 people participating overall. We are still working with many of these businesses and have plans to expand training workshops in 2019/2020.

- **Business Attraction Projects Update:** In the months of July and August, we typically were seeing 1-2 site visits a week. We had many meetings with developers, a couple of potential industrial clients, retailers, and local businesses and brokers.
  - Retail: Increased interest in retail activity.
    - Attended the Retail Tradeshow in May 2019, and met with 15-20 companies while at the show and collected contact information from many others. Out of that show, we have 5 who added Kuna to their site visit list, and three who are in process of a development in Kuna.
    - Currently 2 pending fast-food companies, a new bank building in process, 2 new food-trucks to Kuna, Snake River Bar & Grill, and several positive site visits in July and August with other retailers.
  - Office & Industrial: We have worked closely with Idaho Commerce and BVEP on a number of projects. We have also been working with many land owners to rezone properties to get closer to being shovel ready.
    - We were the only City in the region to final on a large technology related project last year – this company has stalled currently, but may come back again when the legislature is back in session.
    - We hosted a site visit for a brewery related project. While we made the short list, unfortunately they are looking at other opportunities at the moment. That being said, we have had great conversations with a couple other restaurants and hopeful that we can expand our culinary scene.
    - We currently have several projects we have submitted sites for and waiting to hear back.
    - We attended the Food Northwest Show in Portland last February and worked closely with Dilly's Pickles to support their booth presence. We've also worked closely with Jessica from Dilly's Pickles as she opened a new commercial kitchen in our industrial park.
    - We have formed relationships with several developers who have an interest in getting some sites shovel ready for industrial projects in the next couple of years.
    - Overall, we are starting to change the perception of Kuna and have more sites available for future commercial development.
    - I can go through more detail on projects we have submitted for with BVEP/Commerce if you'd like a one-on-one meeting.
  - **Commercial Development:** Working closely with P&Z staff as well as the building department, I have been monitoring City applications (especially those related to commercial) and making introductions to create a long-term resource for companies coming into Kuna.
    - We helped D&B coordinate and market a hiring fair at the Kuna Library this month and they saw over 97 applicants participate. They are very optimistic about Kuna and said they have also received several transfer applications from other D&B Supply stores wanting to work in Kuna.

- I have met with dozens of small businesses and developers to help answer questions, complete research, customize data reports and presentations, and give advising on marketing and development strategies.
- **Funding Mechanisms for Economic Development:** We held a workshop on financing tools for economic development in May/June, and spent time researching best practices in other communities. We are moving forward on an eligibility study, and look forward to working with council on next steps for consideration of a potential Urban Renewal District later this fall/winter.
- **Kuna Intern:** Working with the Department of Labor, I brought in an intern over the summer to complete a job shadow and work experience program. Spending half of his time in Public Works and half of his time with economic development, we gave Michael Saldivar opportunities to develop his skills in working with people, processes and projects. He started research and gave a presentation to staff at the end of his internship for a retail concept that we are exploring, and thought it was a great opportunity for Kuna to give a student work exposure as they are heading into college. Michael completed 84.5 hours of experience during the internship.