

CITY OF POCA TELLO, IDAHO
CITY COUNCIL WORK SESSION
JANUARY 9, 2020

AGENDA ITEM NO. 1: Mayor Brian Blad called the City Council Work Session to order
ROLL CALL at 9:01 a.m. Council members present were Heidi Adamson,
Rick Cheatum, Linda Leeuwrik, Claudia Ortega and Chris
Stevens. Council member Roger Bray arrived at 9:02 a.m.

AGENDA ITEM NO. 2: Felice Otero, Director of ImpACT East Idaho; and Wendi
UNITED WAY OF Ames, Resource Development Manager; representing United
SOUTHEASTERN IDAHO Way of Southeastern Idaho were present to give an update on
UPDATE their activities and Cradle to Career program.

Ms. Otero reported their office is moving to a new location on Main Street within the next few days. She noted United Way raises funds in work place campaigns and the funds are used to help services/agencies in southeast Idaho. Ms. Otero shared their office has a new data base platform so they can track data better. The new data base includes questions about how certain situations impact lives. The additional data will help United Way obtain more grants and support.

Ms. Ames reported she met with Kristy Heinz, United Way representative for the City of Pocatello. Over \$18,000.00 was raised by City employees for United Way in their most recent campaign. Ms. Ames shared United Way appreciates everything the City of Pocatello does for them and noted that the dollars raised stay local.

Ms. Otero gave an overview of United Way funds utilization in local areas and Cradle to Career program. She explained the period between the time a child is born and they have their first job are critical and the Cradle to Career program addresses that period.

In response to questions from Council, Ms. Otero explained the impact survey information provided to the Council was collected in September 2019 and is primarily an on-line survey for Idaho. The data collected is no longer just about those serviced by United Way. The new database will include information that impacts the community as a whole.

AGENDA ITEM NO. 3: Teresa McKnight, Chief Executive Officer, Regional Economic
REGIONAL ECONOMIC Development of Eastern Idaho (REDI) was present to give
DEVELOPMENT OF Council an update of REDI's activities and achievements.
EASTERN IDAHO (REDI)
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Ms. McKnight noted the last time she gave an update to the Council, she was only 6 weeks on the job. It has been 6 months and Ms. McKnight is excited about today's update. The following topics were reviewed:

Regional economic development strategies.
Regional promotion of Eastern Idaho's assets.
Regional business retention, expansion and attraction.

Eastern Idaho's Key Strengths and Assets – 2nd largest workforce in the State, 4th and 5th Largest cities in Idaho; 5 Federal Programs located in Eastern Idaho – Department of Energy (DOE), Department of Defense (DOD), United States Navy – Naval Reactor Facility (NRF), Federal Bureau of Investigation (FBI) and Homeland Security.

Each federal program was reviewed and the positive economic impact the program has on Pocatello.

Focus – Five Key Sectors are: Agriculture, Advanced Manufacturing, Energy, Healthcare (Regional Hub), and Information Technology.

REDI 2020 goals

- Strong focus in several areas, business retention, expansion, attraction
- Talent and workforce pipeline
- Transportation
- Broadband
- Enhance entrepreneurship efforts and innovation
- University and Federal research
- Partnerships (Public/Public and Public/Private)
- Community outreach and quality of life

Quarterly meeting with business, industry, university and college leaders to discuss workforce needs and training is starting in February, 2020.

In response to questions from Council, Ms. McKnight feels that eastern Idaho has a pioneering spirit and will continue to grow. She added that working together will help the growth happen in a healthy way.

Mr. Bray mentioned tourism is a strength for our area and was not addressed in REDI's presentation. He feels tourism is something that should be added as a focus factor for the area. Mr. Bray noted the Pocatello Airport can become a destination and shared his ideas for the airport.

In response to questions from Council, Ms. McKnight reported REDI's last economic development meeting was held at the Pocatello Airport. Many of the ideas brought forward by Mr. Bray have been discussed in these meetings and she is excited about the possibilities.

Mrs. Ortega agreed that tourism is an important part of the area. She shared there was an outdoor recreation show that took place in Utah for 30 years. The organizers of the show decided to pull out. No one from Idaho reached out to have the outdoor recreation show in our area. Mrs. Ortega would like to see more tourism come to Idaho and Pocatello reap the economic impacts.

In response to questions from Council, Ms. McKnight feels people do not realize the recreational possibilities here in eastern Idaho. She agreed there are talented workers in Pocatello. However, many of the jobs for the FBI and INL need specialized talent and workers must go through a rigorous hiring process.

Mayor Blad noted representatives of the FBI facility in Pocatello are currently working with ISU to provide specialized student training to fill needed positions.

Ms. Stevens shared that she attended a local Chamber of Commerce meeting and noticed there was a great deal of concern toward the idea of a southeast Idaho collaboration. The discussion gave the appearance there is a concern about competition between cities.

Mr. McKnight shared that through her professional experience competition between cities is common. But, she sees a strong collaboration between the Mayors of southeastern Idaho cities and feels this is a positive focus.

General discussion regarding economic development and education followed. Also business development and property tax concerns were shared. Having “shovel ready” sites available for businesses and how to develop these sites followed.

AGENDA ITEM NO. 4: Peter Pruett, Zoo Idaho Superintendent; John Banks, Parks and Recreation Director; and Jennifer Erchul, Zoo Idaho Zoological Society (ZIZS) representative; were present to review proposed ZOO IDAHO ENTRANCE BUILDING UPDATE terms and conditions for a potential donation agreement with Connections Credit Union (CCU) which would provide resources needed to construct the Zoo Idaho Entrance Building. Staff is seeking Council’s input and direction regarding the proposed agreement.

Mr. Pruett gave a brief overview of the construction/planning history leading up to Zoo Idaho’s entrance building project. He noted the Entrance Improvements Campaign began in 2016 and has been spread over two phases. Phase No. 1 of the project has been completed. Phase No. 2 which is construction of the Zoo Idaho Entrance and Gift Shop Building is estimated at \$160,000.00. The costs include a revised estimate of approximately \$44,000.00 for an updated single-story building from Lodge Log and Timber of Boise, Idaho, which retains the Council approved “Log Cabin” design building and continues to meet all current and long-term Zoo Idaho Entrance and Gift Shop Building needs.

Proposed Connections Credit Union Donation:

Zoo Idaho staff and Zoo Idaho Zoological Society (ZIZS) representatives have been meeting with Connections Credit Union (CCU) representatives on an on-going basis, regarding a potential donation agreement which would provide \$120,000.00 needed to construct the Zoo Entrance Building. Tentative terms and conditions for a potential agreement, which are believed to be mutually beneficial and are acceptable to all parties has been discussed.

Proposed CCU responsibilities include: initial \$5,000.00 donation to ZIZS; fixed rate – 10-year/120-month loan to the City in the amount of \$120,000.00 to fund construction of Zoo Idaho Entrance and Gift Shop Building; monthly donation from CCU in the amount of \$1,000.00 during the loan term to be applied toward repayment of the loan.

Proposed ZIZS and Zoo Idaho Responsibilities include: CCU shall be granted “Naming Rights” (in perpetuity) the Zoo Entrance and Gift Shop building – to be named “Zoo Connections.” Display of CCU Logo on “Zoo Connections” Entrance and Gift Shop as well as select gift shop merchandise; CCU shall be permitted to conduct one CCU Community Free Day at Zoo Idaho per year during the 10-year agreement period at no cost to CCU.

General discussion regarding the proposed donation agreement followed.

Completion of the project will create immediate, wide-spread recognition and high visibility/exposure opportunities for Zoo Idaho, ZIZS and CCU. Zoo Idaho patronage increases and resulting revenue gains are also expected, as well as a significant expansion to the quality of guest experience.

Ms. Adamson shared she served as Council liaison for the Parks and Recreation Advisory Board and has heard the planning/ideas for the proposed Zoo Entrance building. Ms. Adamson thanked staff for their efforts and hard work planning the building. She feels the proposal represents what private and public partnership projects can accomplish. It is also a great example of getting things done without becoming a burden on the tax payers.

In response to questions from Council, Ms. Erchul clarified CCU naming rights and exclusivity in connection with the project will mostly apply to the gift shop and free day. She does not feel the building's name of Zoo Connections would hinder future donors since it can be used in several contexts.

In response to questions from Council, Mr. Pruett feels the naming rights for CCU in "perpetuity" would be for the life of the gift shop/entrance building.

Mr. Banks clarified the groups have held multiple discussions to get to this point in the Zoo Entrance proposal. He would feel more comfortable with establishing set terms for financing of the agreement.

Council discussion regarding the proposed agreement and concerns regarding different components of the agreement continued. Council instructed staff to continue moving forward with the proposed agreement and to research limiting the naming rights of the gift shop building to 10 years.

Mr. Banks clarified that since the term for naming rights of the gift shop appears to be the Council's most concern, he will meet with CCU representatives and report his findings to Mayor Blad.

Mayor Blad announced that he will report Mr. Banks' findings to the Council during the January 16, 2020 Work Session Clarification/Council Liaison meeting.

Mr. Pruett added that once an agreement is approved, construction of the gift shop/entrance building will begin in 2020.

AGENDA ITEM NO. 5: There being no further business, Mayor Blad adjourned the
ADJOURN meeting at 10:39 a.m.

APPROVED:

BRIAN C. BLAD, MAYOR

ATTEST AND PREPARED BY:

RUTH NEWSOM, CITY CLERK