

KIMBERLY BUSINESS OWNERS ASSOCIATION
MINUTES
April 12, 2010

The April meeting of the Kimberly Business Owners Association was called to order by President Jason Smith at 6:30 p.m. on April 12, at The Laughing Daisy on Main Street in Kimberly.

Present: Jason Smith, Robert Todd Reeves, Ying Reeves, Jennifer Stephenson, Bill Young, Brad Wacaster, Janeen Dalton, Jamie Muchow, Tianna Brander, Connie Windsor, Courtney Windsor, Ed Bryant, Jake Tolman, Lance Godfrey, Kirk Claiborn, and Kathleen Noh

Jake Tolman, Treasurer, reported that we have approximately \$1500.00 in the bank and 23 paid members. The Easter Egg Hunt will come in under budget. The raffle for the two bicycles brought in \$100.00.

The Easter Egg Hunt was discussed. 1000 to 1500 people enjoyed the activities even though the weather was a bit chilly. The Easter Bunny visited with all the children before they gathered up the 10,000 eggs in record time. The only suggestions were that more help be present at the starting points of the egg hunt and a siren be used to begin the hunt.

Janeen Dalton encouraged the business members to donate items to raise money for the American Cancer Society. The items will be raffled during the Relay for Life in May. Items can be left with Robin Smith at the Fitness Center. Members were also invited to join the Relay for Life Team that will be representing Kimberly.

Brad Wacaster brought the latest edition of Inside Twin Falls and explained how the KBOA could utilize this magazine and the online local city guide to promote the area and the Kimberly businesses. The next edition will feature the City of Kimberly and special pricing is available for KBOA members. Brad asked for suggestions for articles that would let the readers know about the attractions in the area. The magazine is printed four times a year and distributed throughout the county.

Kathleen Noh discussed the financial challenges facing the school district. The legislature has appropriated \$128,000,000 less to Idaho schools this year. This reduction will mean \$688,000.00 less for the Kimberly Schools for the next school year. Salaries are 81% of the budget so this reduction will result in smaller paychecks for all employees and fewer school days for students. Reductions will also be necessary in

other areas including maintenance, supplies, textbooks, field trips, travel, athletics and other student activities. This reduction in the school budget will affect our entire community.

In May the voters will be asked to renew or increase the \$275,000 supplemental levy. The School Board is aware that many of our citizens are feeling the effects of the recession. However, without this levy, the budget cuts will be even more drastic.

The members asked how they could help. Kathleen said she would welcome volunteers to serve on the Levy Committee. She also asked that members display signs of support in their businesses and explain to friends and neighbors the necessity of this levy in maintaining the quality of our school and the economic prosperity of our community. She will be contacting members to ask their assistance as soon as the School Board passes a resolution asking the voters to renew the levy.

Ying Reeves brought a sample of a business coupon folder that is a more effective and efficient way to provide the "coupon book" the group has been discussing. The folder is about the size of a credit card when folded in half and provides four sides for various businesses to have their logo and "special offer" displayed. The folders providing discounts or gifts at the participating businesses could be sold for about \$5.00. Jason suggested that a subcommittee proceed with implementing this plan.

It was announced that the Portal Kiosk Ribbon-Cutting Ceremony for the Thousand Springs Scenic Byway would take place on May 4 at 2:00 p.m. at the Hansen Bridge. This event is sponsored by Southern Idaho Tourism. Brad Little, the Lt. Governor, will be the special guest.

It was reported that Doug Cartwright has found a double-sided, 3' x 15' street banner which could be used year after year to promote the Car Show. The group decided to do some price comparisons.

The beautification project was discussed. One suggestion was to place flower pots along Main Street.

The Christmas lights at the bank need to be taken down and stored. Lance Godfrey volunteered to take care of this project.

Jason distributed Car Show flyers.

The next meeting will be at the Kimberly School in the new Intermediate Library at 6:30

p.m. on May 10.

Meeting adjourned at 8:05 p.m.

Respectfully submitted,
Kathleen Noh, Secretary