

KIMBERLY BUSINESS OWNERS ASSOCIATION  
MINUTES  
March 14, 2011

The March meeting of the Kimberly Business Owners Association was called to order by Vice-President Heather Cartwright at 6:30 p.m. on March 14, 2011, at Select Source.

Present: Jamie Muchow, Heather Cartwright, Mitzie Cheldelin, Larry Hall, Lance Godfrey, Ed Bryant, Courtney Windsor, Jason Smith, Tracy and Jory Armstrong, Dave Abrahamson, Larry Hall, Scott Pierce, Kathleen Noh.

Mitzie Cheldelin reported that the city is waiting for further information on the grant application for a building for the Family Health Clinic.

Heather reported that a 5" vinyl circle with the Shop Local logo can be purchased for about \$1.00 each.

March 19 is the date of the next basketball tournament at Kimberly High School. These events bring a crowd and provide an opportunity to advertise local businesses.

Treasurer's report - \$2331.55. KBOA has seven new members: Summit Restoration, The Boat Doc, Jack Bauer, Brandon Hoobler of Waddell & Reed, Bella Couture, Western Waste Management, and Quick Draw.

Individuals or businesses can have their name hidden in the Gary Stone historical mural in Hansen for \$100 or displayed prominently for \$500. Jason will send an e-mail asking members if they want to contribute to sponsoring the KBOA logo on the mural.

Members exchanged business cards.

Lance Godfrey reported on the Shop Local project. Twelve jackets with the Shop Local logo will be available to give away at Good Neighbor Day. Lance offered additional Shop Local T-shirts to businesses to give away to their customers. More information about Shop Local will be presented next month.

Scott Pierce from Neuhoff Communications in Twin Falls presented information about the ad program that is available on their four television stations. Members were interested in working together to sponsor ads promoting Kimberly businesses.

Larry Hall, Coordinator for the Southern Idaho Rural Development agency, reported on

Operation Face Lift. The Southern Idaho Economic Development Organization will be organizing the painting of store fronts in towns throughout southern Idaho June 13-18. They will be seeking both volunteers to paint and volunteers to have their businesses painted.

Jamie Muchow reported on the plans for the Easter Egg Hunt on April 23 at Windsor's. French fries will be available for \$1.00 thanks to Lamb Weston which is loaning their fry wagon. The bounce house has been rented. Jamie will check with Cecille on whether or not a smaller bounce house is needed for the younger children. Volunteers are needed to stuff the 10,000 eggs with candy. Heather suggested that the Key Club be contacted for this. Western Waste is donating garbage cans and supplying the porta potties.

Tracy Armstrong informed the group about the non-profit organization he has started called Servants Heart Foundation. This group is raising money for No Regrets and Interfaith Volunteer Caregivers and for a proposed homeless shelter sponsored by A Servants Heart. They are raising money by providing barbecues and concerts at community events such as Good Neighbor Days, Western Days, Sagebrush Days, etc.

Lance presented a flyer advertising the local businesses. Individuals volunteered to organize the distribution of the 5,000 flyers on April 4 in the five zones designated by Lance. The flyer offers advertisements and discounts at Kimberly businesses

The benefits for new businesses joining KBOA were clarified. Businesses opening in Kimberly are exempt from dues for the first year and can advertise in the flyer. They do not receive a membership sticker.

During the round-table discussion it was announced that the City Council will be discussing forming an urban renewal district at their meeting on Tuesday, March 22. Jason Smith reminded members that the winners of the Biggest Loser contest will be announced shortly and that there was still time for businesses to donate prizes if they wished to do so. Jason also announced that the Kimberly Car Show would be held on June 11.

The next meeting is April 11, 6:30 p.m. at Kimberly Kut and Kurl.

Meeting adjourned at 7:30 p.m.

Respectfully submitted,

Kathleen Noh  
Secretary