

**Minutes of Meeting
Parks & Waterways
May 25, 2023
1:30 p.m.**

The Kootenai County Board of Commissioners: Chair Leslie Duncan, Commissioner Bruce Mattare and Commissioner Bill Brooks met to discuss the following agenda item. Also present were Parks & Waterways (P&W)/Noxious Weeds/Snowgroomers Director Nick Snyder, Civil Deputy Prosecuting Attorney Pat Braden, BOCC Communications Coordinator Jonathan Gillham and Deputy Clerk Tina Ginorio. Also present were Hawley Troxell Representative Danielle Quade and Hecker Media Marketing and Public Relations Specialist Taryn Hecker. Ms. Quade was present via teleconference and Ms. Hecker was present via Zoom.

- A. **Call to Order:** Chair Leslie Duncan called the meeting to order at 1:30 p.m.
- B. **Changes to the Agenda (Action):** There were no changes to the agenda.
- C. **Business:**

Open Space and Park Development Messaging (Action)

Parks & Waterways (P&W)/Noxious Weeds/Snowgroomers Director Nick Snyder introduced Hecker Media Marketing and Public Relations Specialist Taryn Hecker, who was producing materials for proposed bond initiative, and Hawley Troxell Representative Danielle Quade, who acted as the County's bond counsel. He said that they had been working together on the messaging for the bond initiative. He asked the Commissioners to offer any input on the documents created so far. He stated that, once Ms. Hecker's task had been covered, he would like to have Civil Deputy Prosecuting Attorney Pat Braden and Ms. Quade perform the necessary legal review and draft the bond. He added that he would like the public introduction of the project to come during the first week of July.

Chair Duncan reminded those present that the Business Meeting during the first full week of July would be held on Wednesday, July 5, since Tuesday July 4th was a holiday. She noted that the BOCC would need to vote to add the item to the November ballot by late August or early September.

Mr. Snyder stated that he would keep Clerk Jennifer Locke informed, to ensure that the project met all the necessary deadlines.

Ms. Hecker went over the community outreach materials that had been created: the informational website, fact sheet, press release and draft social media posts.

Chair Duncan expressed concern regarding the inclusion of quotes from individual Commissioners or Elected Officials in the press release.

Mr. Snyder commented that Ms. Quade had recommended that those be removed and said he had just sent Ms. Hecker an email to that effect.

Ms. Hecker also went over the "Fast Facts Flyer," which contained responses to frequently asked questions. She suggested that this could be available at the BOCC office, any public meetings or speaking events and could be reformatted as a postcard or mailer to be sent to voters.

Mr. Braden suggested that page 3 of the document, under the "What is a Bond" section include clarification about the percentage of voters needed to approve the bond. He said it should be made clear that two thirds of the people voting during the November Election were needed to pass the bond, not two thirds of all the eligible voters in Kootenai County.

Commissioner Bruce Mattare commented that he had a couple of editing suggestions for the materials. He also suggested that a QR code be added, which would direct people immediately to the website.

It was generally agreed that Commissioner Mattare's edits would be reviewed by Mr. Braden and Ms. Quade and included in the documents.

Mr. Snyder outlined the steps he would take before bringing the materials back before the Board for final approval of inclusion on the November ballot.

There was no motion required at this time.

D. Public Comment: This section is reserved for citizens wishing to address the Board regarding a County related issue. Idaho Law prohibits Board action on items brought under this section except in an emergency circumstance. Comments related to future public hearings should be held for that public hearing. There were no public comments.

E. Adjournment (Action): Chair Duncan adjourned the meeting at 1:47 p.m.

Respectfully submitted,

JENNIFER LOCKE, CLERK

BOCC SIGNATURE

BY: _____
Tina Ginorio, Deputy Clerk