

**Minutes of Meeting
Parks & Waterways
October 5, 2023
9:30 a.m.**

The Kootenai County Board of Commissioners: Chair Leslie Duncan and Commissioner Bruce Mattare met to discuss the following agenda items. Also present were Parks & Waterways/Noxious Weeds/Snowgroomers Director Nick Snyder, BOCC Executive Assistant Sara Masters, BOCC Communications Coordinator Jonathan Gillham and Deputy Clerk Rosanna Santiago. Also present was Public Outreach Coordinator Taryn Hecker. Ms. Hecker was present via teleconference. Commissioner Brooks was excused.

- A. Call to Order:** Chair Leslie Duncan called the meeting to order at 9:30 a.m.
- B. Changes to the Agenda: (Action):** There were no changes to the agenda.
- C. Business:**

Open Space Public Messaging (Action)

Civil Deputy Prosecuting Attorney Pat Braden entered the meeting at 9:34 a.m.

Parks and Waterways/Noxious Weed Control/Snowgroomers Director Nick Snyder requested the Board's approval for a proposed voter outreach campaign on the Open Space and Park Development Bond.

Public Outreach Coordinator Taryn Hecker outlined the campaign and some of the proposed options were as follows:

- Post 3-5 times weekly on social media platforms such as Facebook, Instagram, and X, formerly known as Twitter. The posts would include rotating information regarding FAQs (frequently asked questions), events, voter information and deadlines.
- Publish a \$1,290 full page ad in the October 21, 2023 Coeur d'Alene Press Voter Guide. Half page or quarter page options were also available.
- Budget \$50 per day for Facebook and Instagram ads. These ads were estimated to reach 3,600-10,300 Facebook users.
- Publish ads on Google and YouTube.
- Advertise the upcoming Town Hall meeting and re-issue the bond-related Press Release.
- Create and post videos.
- Email constituent groups.

Chair Duncan said she would support the voter guide and paid advertisements, rather than free posts, on Facebook.

Commissioner Bruce Mattare was in favor of the voter guide and Facebook ads. He said he did not feel the YouTube or google ads would yield much.

Commissioner Mattare moved that the Board approve expenditures up to \$1,150 for Facebook and up to \$1,295 for the voter guide and to proceed with email blast and outreach to non-profits and political groups. Chair Duncan seconded the motion. There being no further discussion, Deputy Clerk Santiago called the roll:

Commissioner Brooks: Excused

Commissioner Mattare: Aye

Chair Duncan: Aye

The motion carried.

D. Public Comment (Discussion): 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 9:41 a.m.

Respectfully submitted,

JENNIFER LOCKE, CLERK

BOCC SIGNATURE

BY: _____
Rosanna Santiago, Deputy Clerk