

NBPDA
Special Meeting Minutes
10/16/2019 6:30pm
102 CBD Mall Dr. #3

Called to Order @ 6:40 pm

Roll Call confirmed the presence of President Dan Smith, Vice President Tambra Kupetz, Secretary/Treasurer Adam Schaeffer and Executive Director Robyn Legun. Also present were Dave Kupetz, Fern Armstrong, Mr. & Mrs. Steven Helms, Josh Good and Ex-Officio Board Member, Mayor Brian Sabo.

Agenda change No agenda changes were made.

Opening Board Comments were not offered.

Opening Public Comments were also not made

Public Hearing #2: 2020 Proposed budget was opened. Those changes requested during Public Hearing #1 on 10/2/2019 had been made and were reviewed. Some maintenance categories were combined for simplicity and a line item for the purchase of new Point Of Sale equipment was added.

Sales were projected to be slightly higher in 2020 as efforts continue to solidify the market share in the new location. Those budget items that were notably different from the current year's budget were listed. Recent policy changes allowed some expenses to be lowered, such as the rent, while utility costs had risen slightly.

Mr. Schaeffer asked for clarification on the payroll costs compared to sales ratio and Ms. Legun pointed out that recent reductions would be realized in fourth quarter reports.

The public hearing on the proposed budget for 2020 was closed, a motion was made and seconded to approve and the vote to do so was unanimous.

Old Business – A motion was made and seconded to approve **Resolution 5.19**, the appointment of Mr. Steven Helms as an alternate member of the North Bonneville Public Development Authority's Board of Directors.

Mr. Schaeffer asked what had contributed to the postponing of this resolution at the last meeting when Mr. Helms had failed to attend. It was then discovered that the contact information the Board had for Mr. Helms was incorrect and he had not received any messages. The miscommunication was corrected.

Mr. Helm's background, his knowledge of the industry and the reasons for his interest in being a part of the PDA were discussed.

The subsequent vote to approve resolution 5.19 was unanimous. Mr. Smith welcomed Mr. Helms and explained what he could expect next from the LCB.

Director's Report was focused on the 3rd quarter of this year and consisted largely of a comparison of the budgeted to actuals for that period.

The LCB's recent attempt to vet one of the early loans to the PDA had been delayed by the lack of cooperation on the part of the lender, but was finally being completed.

Ms. Legun gave an update on the progress of dissolving the 484 Evergreen LLC as directed at an earlier meeting and said it was on track and would be completed by the end of

the year.

Those actuals in the report showing significant differences to the budget were reviewed and explained and appropriate adjustments were planned.

She said all the staff had reported they appreciated being able to work alone and no issues had arisen as a result of those recent policy changes. She did think it wise to add an additional minimum wage part-time person to be on call and a suitable candidate had been located.

It was suggested that there be a review of the discount and bereavement leave policies regarding part-time personnel at the next meeting, setting clearer minimum qualifying specifications. Other personnel policies related to employment termination were also in need of review and clarification.

Some local advertising's effectiveness was noted to be encouraging as well as priced low by comparison. Design work for those ads was currently paid for in advance for some time.

Expenditures for a label printer to facilitate inventory and additional purchase of paraphernalia was discussed noting newly found local sources for some popular items.

New Business was the approval of the consent agenda including the minutes of the last two meetings as well as 3rd quarter invoices and payroll. The vote was unanimous.

Next meeting date(s) were set for 11/13/2019 and 12/29/2020 @ 6:30pm

Closing Public Comment Mayor Sabo referenced regional historic sales records indicating that the market was split pretty evenly between the two local stores and suggested that might mean that marketing was an unnecessary expense. He cited the influence of media locator services and phone apps as a primary reason.

Ms Legun reported the ascertainment that had been done which indicated that when the advertising couldn't be afforded, sales and traffic figures had suffered.

Ways to further ascertain the effectiveness of advertising and to make better use of online resources were suggested by Josh Good.

Mayor Sabo asked for and was given clarification on payroll percentages as well as which was the worst day of the week for sales. It appeared to be different days during different seasons.

The legal audit difficulties surrounding the giving of discounts was reviewed. Authorized discount options were identified.

Closing Board Comments thanking Mr. Helms and all those present for attending were made by Mr. Smith in closing.

Adjournment was at 8:05pm