

From: Bob Jenkins <bjenkins@valli.com>
Subject: RE: The To Do List for February
To: Roger Brooks <roger@destinationdevelopment.org>; Travis Palmer <travis@caldwellchamber.org>; Denae Warren <denae@destinationcaldwell.com>; Bob Carpenter <becarpenter@outlook.com>; Robert Pilote <rpilote@sundownerinc.com>
Cc: Ofelia Morales <omorales@cityofcaldwell.org>; Jim Porter <jporter@cityofcaldwell.org>; Shawn Maybon <shawn@maybonlaw.com>
Sent: January 30, 2026 10:37 PM (UTC+00:00)
Attached: SCAN_2026013015493683.pdf

So I had a few minutes to get signatures and this was about 1 hour worth of work. A lot of people not around on a Friday afternoon.

Bottom line did not have one person not sign and all of the downtown businesses are for it.

Denae, I did get the manager at the theater to sign and assumed that you might have gotten them on the BID list? I also ran into Cory and Andrew and they both signed but they both work downtown so!!!

I got Dave Weitz to sign at TVM Recycling as well and will hit up Rod Erkert next week.

We can talk about who needs to approach who at our next meeting on Tuesday.

Bob Jenkins

From: Roger Brooks <roger@destinationdevelopment.org>
Sent: Thursday, January 29, 2026 1:32 PM
To: Travis Palmer <travis@caldwellchamber.org>; Denae Warren <denae@destinationcaldwell.com>; Bob Carpenter <becarpenter@outlook.com>; Bob Jenkins <bjenkins@valli.com>; Robert Pilote <rpilote@sundownerinc.com>
Cc: Ofelia Morales <omorales@cityofcaldwell.org>; Jim Porter <jporter@cityofcaldwell.org>; Shawn Maybon <shawn@maybonlaw.com>
Subject: The To Do List for February

Hi Caldwell Team plus Ofelia, Jim Porter and Shawn Maybon

The following is confidential and should be kept to this working group. Much appreciated!

The To Do List:

1) CALDWELL CONNECTIONS FACEBOOK GROUP _____

I thought I'd post, each week, some of the great ideas coming from the Master Development Plan for Central Caldwell, and I thought I'd give the Caldwell Connections Facebook group a chance since it's promoted as ""conservative, faith-based, and a family" site. So I set up three images to post each week with a positive message, but after the first post last week I found the site infested with the same CAVERS (Citizens Against Virtually Everything) headed by a guy named Jim Hollis and his minions. All they know how to do is toss personal insults at people they don't like rather than get into a civil discussion or to say anything positive about anything we might suggest. They are even dissing their own citizens that live in the Garden District. So I removed the post and will no longer post things to this site.

If you know of a better social media site that is actually managed to keep the cockroaches from spewing hate and personal insults, let me know. Perhaps one that does not allow for comments.

[REDACTED]

[REDACTED]

3) **QUIET ZONE** _____

I reached out to get support for the Quiet Zone but never heard back from anyone other than Denae. So this is now in your court. I would advise getting letters of support from:

- Property owners downtown
- Canyon County
- Canyon County Fair
- Caldwell Night Rodeo
- College of Idaho
- Caldwell Chamber of Commerce
- Destination Caldwell
- Residents of the Garden District
- Property owners between Linden and Ustick (out of our area, but included in this zone - these are the people that originally pushed for it)
- City of Caldwell Police Department
- City of Caldwell Public Works and Engineering Departments
- City of Caldwell Planning and Zoning Department
- City of Caldwell Economic Development
- Caldwell Urban Renewal Agency (this is an important element of the URA the city just passed to help this neighborhood)

I think both the Mayor and Diana Register would be for the quiet zone, IF their "constituents" were also for it. In other words, they will likely vote against it to make their constituents happy. When I spoke to the remaining council members, they were all for it, although that could change unless you rally the troops and get letters of support and show up at the hearing at the end of February.

Make sure in the letters of support that you let them know how many businesses or people you represent. They believe their 250 minions represent 100% of the voters in Caldwell.

- A railroad engineer that retired from Union Pacific, and ran trains through Caldwell is part of the naysayer crowd and will be there to testify against the quiet zone. Even though the Federal Railroad Administration did a study (330+ quiet zones) and concluded that there has

parking structure, and the Wine & Culinary Center. The way this works (in simple terms) is they take 100% of the risk, come up with all the money, get it designed, engineered and built, working with the City through the process. Then they, basically, "lease" the facilities back to the city at a mutually negotiated price, (typically annual payments) and at the end of 20 or 30 years (whatever the term is), the properties are deeded back to the city for a \$1 purchase price. This is commonly called a lease-purchase development. We have come up with initial solutions for all facilities so they are, operationally, self-funding once built.

GriffinSwinerton have done this for communities across the country and all that I've researched and talked to are thrilled with the results. Many are cities the size, or smaller, than Caldwell. They would like to be at the retreat, with us, to outline how their program works and the benefits to the city. While these initial lease payments would come from general fund revenues, within five years, the increased tax base as a result of their development will more than cover the initial cost and ongoing payments. The City, or its assigns, would manage and essentially "own" all of the facilities.

8) **THE COMMONS** _____

We would like the parking structure to span across S 6th Ave just NE of Blaine. This road will provide vehicle access to The Commons. BUT perhaps they would invite this street closure, and would help fund the parking garage (perhaps no more than they'd pay for surface parking spaces). They could have a number of "reserved spots" or condo spots in the garage for their tenants and guests. This would allow that half-block and dead-end portion of 6th Avenue to become part of the pedestrian mall. Perhaps Shawn Maybon can take this idea to the other owner/developers of the project.

9) **WHO WILL DO WHAT?** _____

I would suggest hosting a meeting of everyone included in this Email, plus perhaps a City Council representative, to assign some of this list to specific people and/or organizations. And I would get on this right away.

Now you know why our top recommendation is to get someone hired or contracted, full-time, to implement this plan. And this is just the initial to-do list! The list I have to go with the plan has more than 50 to-do items on it.

If I seem a bit blunt, I apologize. This is about making something happen, not just providing another plan or vision to add to the list of plans and visions.

10) **THE WHITEWATER CHALLENGE COURSE** _____

I will be sending to each of you, via Hightail - the service we use for sending large files - a video of the Whitewater Park that Robert Scott developed and designed. This would be the coolest whitewater park in America - that we could find - and a major draw to the entire region of Idaho. We did this pro-bono (a \$60,000 cost if paid for) so no-one can say the city or Destination Caldwell wasted their money developing this great idea. The idea was super well-received at the Chamber luncheon. I was actually surprised.

Roger Brooks

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been no increase in accidents or incidents as a result of establishing a quiet zone. Of the more than 1,000 communities with them, covering more than 5,500 crossings, none have reminded the quiet zones - for any reason. Many have added to them.

- The CAVERS will come out to fight it based on the cost since there are no other arguments against it. In most cases, implementing quiet zones costs in the millions of dollars. In your case, it will cost less than \$250,000 and will improve the quality of life for those living or working along the rail line. Even if they are “used to it” telling people “if you don’t like it, then move” is not the way to treat their own neighbors and fellow citizens, but that’s the tactic they are taking.

I would raise a few bucks and get someone from the City of Rathdrum, located up here in our area, to come to Caldwell to testify about their experience and the results, which we read when doing research, was overwhelmingly positive. Whoever they have available that would be a good spokesperson should be invited to visit Caldwell. Put them up and feed them.

4) **URBAN RENEWAL AGENCY #1** _____

I requested that the URA spend \$50,000 to \$60,000 to conduct a feasibility study for the creation of the Plaza District URA for funding of public facilities including a downtown parking structure, conference center, and a portion of the Indian Creek Promenade. I have not heard from them, so if you can, push them forward. They do NOT need to hire us, although it would make sense since we did 100% of the urban planning for the area and have a good idea of what would be built and when. If it were us, we’d contract with Michael from Zion’s Bank that did the feasibility for the Garden District URA. I can’t push for it since it would seem rather self-serving. We do need to run some numbers to answer the question “How do we pay for all of this?”

This needs to take place right away so we can complete the vision. The numbers will take the project from just a vision, to the Master Development Plan.

5) **URBAN RENEWAL AGENCY #2** _____

The second item on the list is to option the properties along Blaine and between S 6th Avenue, and S 5th Avenue. These properties need to come into public ownership for the development of the downtown Parking Structure. This needs to be done BEFORE our plan becomes too public. Once that happens, the owners will hold the properties hostage demanding more than what it’s worth. We want to steer clear of any eminent domain actions. URA (or the City) can contract with a real estate agent who will option each parcel for a six month to a one-year period for an “undisclosed buyer” to keep the cost down and time to do the actual design/build/contract with the developer.

This needs to be done ASAP. As in February.

6) **CITY AND URA RETREATS** _____

I am trying to schedule my return to coincide with a half-day retreat with the City Council and a half-day retreat with the URA. I’ve requested both, but to date, haven’t heard anything on when this might, or could, take place. I would urge you to push both parties forward - perhaps in early March - so we can wrap up the project and get it approved by the City Council. This could even be a joint session if the city so desires.

7) **GRIFFIN SWINERTON** _____

I’ve met, twice, with officials from Griffin Swinterton in their Spokane Office, which is over the Boise office. They have offered to design, permit, build, and finance the Conference Center, public