

**DBA Executive Director recalls nearly four years of dynamic growth and improvements as she prepares to step away from the organization in mid-September.**



August 20, 2019

After nearly four years of dedicated service to the Downtown (DBA), Lynn Hightower has announced she will step away from the Executive Director position effective September 13, 2019.

"It's been an amazing time to be part of Downtown Boise and leading this organization has been all at once a privilege, a challenge, an adventure, and an incredible opportunity. Downtown Boise should be everybody's neighborhood. I'm proud to say that the DBA's services, meant to build both business and community downtown, are having a significant impact and providing tremendous value to the community and businesses they're meant to serve," said Hightower.

"The DBA is in its strongest position ever, supporting unprecedented growth downtown. With that growth, we've reorganized, expanded, and restructured nearly every program and promotion in this organization. We've consistently delivered our message of how our vibrant downtown is essential to maintaining and growing a healthy city and valley. It's the strength of this bustling, urban heart of Boise and the Treasure Valley that creates opportunity and builds amenities that make this valley such a great place to live. It's been exciting and truly satisfying to be part of."

According to DBA Board President Kelly Hibbs, "The DBA is indeed healthier, stronger and providing more value than ever. Thanks to Lynn's leadership, the organization is in a very good place for our next leader. Lynn's passion for Boise and our downtown is infectious. I will miss working alongside her."

Hightower has led DBA efforts to expand and reorganize services that keep downtown clean, safe, attractive and successful, including:

- Expanding core business improvement district services like street banners, flower planters, holiday lights and the creation of the Downtown Maintenance Matters Team ("DMMT"), a partnership with City of Boise Parks and Recreation Department that's meant cleaner sidewalks and more responsive, reliable downtown maintenance services;
- Reenergizing marketing programs and promotional events inviting more people downtown to a more enjoyable experience;
- Expanding staff (3 to 5 FTE's) with mission focused positions providing greater service to DBA members and the community at large;
- Reorganizing DBA governance including renewing active board committees, updating bylaws, and building a sound financial position.

"There's a tremendous community of people who make up the DBA board and membership and I'm sincerely grateful for the opportunity to work with you. Downtown thrives because of the investment this community makes, not just with their wallet, but with their heart, and Boise and the Treasure Valley are better because of it.

"This fall, my plan is to give more time to my family and some personal pursuits that have had to take a backseat for a while. I'm looking forward to spending more time with family and friends, camping and enjoying our horses. The DBA staff is already busy planning a great Dine Out Downtown Boise Restaurant Week and an amazing holiday season and shopping experience. As much as I've enjoyed working with them, what a delight it will be to have the time to simply share and enjoy our beautiful downtown." Said Hightower.

As a testament to her value and passion for downtown, Hightower has agreed to assist in the transition and selection of a new Executive Director. A nationwide search will begin this week. According to Hibbs, "The successful candidate will inherit an organization well positioned for the future."

For more information, including a calendar of community events happening downtown, go to [downtownboise.org](http://downtownboise.org).

###