

MEDIA ALERT
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Destination Caldwell Announces New CEO

Sabrina C. Minshall, AICP has been selected to step into the role of Chief Executive Officer for non-profit Destination Caldwell starting December 29, 2020. Minshall will take over the role from Keri K. Smith, Canyon County Commissioner-elect, who will assume her new position on January 11. Smith will stay on with the organization in an advisory role to ensure a smooth transition.

“We are very excited to welcome Sabrina to the Destination Caldwell team. Her experience in grant writing and government and community relations will be instrumental in propelling the next steps in Stage 2 of the Caldwell Branding Plan. The action plan we developed several years ago calls for diversified attractions and traffic sources to support downtown businesses and agricultural tourism and Sabrina is going to be able to help us take these next steps,” said Keri K. Smith, current CEO of Destination Caldwell.

Minshall joins Destination Caldwell with over 20 years of professional planning, grant writing, and government relations experience at the state, regional, and local levels. Previously, Minshall served locally as the Director of Planning for the Community Planning Association of Southwest Idaho, Planning and Programming Manager of the Ada County Highway District, and Community Development Director for the City of Nampa. Most recently, Minshall spent three and a half years as the Executive Director for Spokane Regional Transportation Council. Minshall holds a B.S. in Political Science from Boise State University, an American Institute of Certified Planners certification, and a certificate in Foundational Leadership from Gonzaga University.

Sabrina shared, “I am humbled and excited to become part of the Destination Caldwell team. I am struck by the enthusiasm, commitment and hard work from all involved- from the Board of Directors, to the City, to the property and business owners. I will be concentrating my efforts on connecting the dots between the downtown retail district, Indian Creek Plaza, the Sunnyslope Wine Trail and the crucial agricultural base in Caldwell. I will be focused on sharing the story of our community and encouraging others to gather with us and be part of the progress.”

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About Destination Caldwell - Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell’s agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the

Sunnyslope Wine Trail, market fresh goods, and farm to fork dining. Destination Caldwell is also the City of Caldwell's managing partner of Indian Creek Plaza, with the intent to produce 250 events and activities each year to attract locals and visitors to downtown Caldwell. The Plaza is located in the core area of downtown Caldwell's retail district on the corner of Kimball Avenue and Arthur Street and is equipped with an ice-skating ribbon and rink, a stage for concerts, live entertainment and movies, outdoor seating, and two splash pads. For more information, visit <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>