

**MINUTES  
LDDA BOARD OF DIRECTORS  
LONGMONT CHAMBER OF COMMERCE CONFERENCE ROOM  
528 MAIN STREET, LONGMONT**

**May 24, 2006, 4:15 PM**

**Present:** Board Members: Bill Sawyers, Scott Moore, Tom Charles, Terry Diesburg.  
Ex-Officio Members: Jim Golden. Councilmember: Karen Benker.  
**Absent:** Bruce Sessions, Alex Sammoury.  
**Guests:** Tony Kindelspire (Daily Times-Call), Jason Wetzel.  
**Staff:** Executive Director Mary Murphy-Bessler and Executive Assistant Gillian Lally.

1. Regular Meeting Called to Order and Silent Roll Taking:
2. Board and Ex-officio member comments: None.
3. Downtown Director's report: Mary delayed her report until later in the meeting.
4. Approval of Agenda:  
**Board member Moore moved to approve the agenda, seconded by board member Sawyers. The motion carried 5-0.**
5. Approval of Minutes:  
**Board member Sawyers moved to approve the April 26 minutes, seconded by board member Diesburg. The motion carried 5-0.**
6. Public invited to be heard: None.

7. New Business:

A) **Action Item: DIP Request –**

Brown Shoes, 373 Main Street, Longmont
Jason Wetzel , Property owner
Project Cost: \$60,154
Requested Amt: \$10,000
Amount Approved: \$10,000

Jason outlined the intended work on Brown's Shoe store. The work includes reframing all windows, creating a flat store front with a recessed door, 4-5 feet from the sidewalk, replacing the existing signage with more historic looking signage, adding a double door at the rear of the store and completely gutting the inside of the building.

**Board member Sawyers moved to approve the request for \$10,000, seconded by board member Moore. The motion carried 5-0.**

8. Old Business:

- a) **Action Item: 2007 Budget**  
I. **Discuss Survey Results**

The Board of Directors discussed the results of the downtown merchant/property owner survey. Each board member surveyed approximately seven businesses to gather opinions on the following categories: Office Management, Development, Marketing & Events and Funding.

- Under Office Management the merchants and property owners ranked advertising & marketing, business recruitment, master plan of development and special events as the top areas they feel the LDDA should be spending staff resources on.
- Under Development in general the merchants and property owners would like to see more specialty retail, restaurants and a large anchor store.
- Under Marketing and Events the merchants and property owners would like to see additional events including sidewalk sales. Parades were not as popular. They would like to see more advertising of the downtown.
- Under Funding most responded that they would support a Business Improvement District or an increase in the LDDA mill levy. However, the Board of Directors shared concerns that the merchants and property owners may have answered these questions without a clear understanding that taxes would increase.  
The TIF was also considered a good source of marketing dollars.

## II. Alternative Funding Sources for Marketing

Mary outlined the different funding sources that could be used for marketing the downtown

- the implementation of a Business Improvement District (BID)
- an increase in the LDDA mill levy
- using dollars from the Tax Increment Finance (TIF)

Jim Golden explained the dollar amounts that could be generated if the LDDA or the Business Improvement District (BID) mill levy were to be increased.

Karen Benker put forward the idea of approaching Council with a request for dollars from the TIF to conduct a summer marketing program. Mary said some of the merchants had requested a meeting with her with regard to the LDDA partnering with them to market the downtown.

Tom Charles was concerned about the safety aspects of holding bigger events in the downtown, pointing out that events like Artwalk were already causing some concern with regard to safety.

Karen Benker asked if it was possible to work with Comcast and Mary agreed to look into the cost of advertising with them.

**Board member Sawyers moved to go before Council and request \$20,000 from the TIF to be used for a summer marketing program for the downtown, seconded by board member Diesburg. The motion carried 5-0.**

Marketing Position.

Mary suggested that the LDDA could use funds from the TIF for a 1-3 year contract, hiring either a marketing company and/or an individual. At the end of that period the board could then look again at the other funding options.

Bill Sawyers said the LDDA would need a clear and specific marketing plan based on the top priorities of the survey.

Karen Benker requested from Mary a budget sheet of options for a summer marketing plan using TIF dollars.

### b) Information Item: Downtown Development Plan

Mary briefed the board on her recent meeting with Richard Foye of Communications Art in Boulder. Mr. Foye suggested that although a movie theatre would require some level of subsidy from the community it was important as it would attract the next level of development. He also considered housing an important element in the development of the downtown.

Mary asked if the LDDA should consider partnering with the City of Longmont to develop a broad brush development plan.

The board agreed to look at the various options for creating a development plan.

### 9. Public invited to be heard:

None

### 10. Any Further Business:

None

### 11. Adjourn: There being no further business the meeting was adjourned at 6.00 pm.

Respectfully Submitted by:

Gillian Lally  
Secretary to the LDDA Board