

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

June 28, 2006, 4:15 PM

Present: Board Members: Bruce Sessions, Alex Sammoury, Bill Sawyers, Scott Moore, Tom Charles and Terry Diesburg; Ex-Officio Members: Jim Golden; Councilmember: Karen Benker.
Guests: Tony Kindelspire (Daily Times-Call), Abby Daniels (St. Vrain Historical Society, Director), Brad Golter (Longmont Florist, owner), Doug Bene (City of Longmont, Economic Development Manager) Barry Hamilton (380 Main Street, property owner)
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 comment: None

3. Downtown Director's report:

Mary referred to the handout in the board packet on the Colorado Sunshine Laws governing public meetings. She reminded the board that when three or more public officials meet, the meeting has to be posted 24 hours in advance in a designated posting area (LDDA office). Staff members are not considered 'public officials', and therefore are not included in this number. Mary informed the board that St. Stephen's Plaza is near completion and the official opening ceremony is scheduled for Friday, July 21, 5:30 – 6:00 PM. Mary introduced and welcomed Barry Hamilton who recently purchased 380 Main Street.

4. Approval of Agenda:

Board member Sammoury moved to approve the agenda, seconded by board member Diesburg. The motion carried 7-0.

5. Approval of Minutes:

Board member Sawyers moved to approve the May 24 minutes, seconded by board member Moore. The motion carried 7-0.

6. Public invited to be heard: None

7. New Business:

a) Action Item: DIP Request –

I. St. Vrain Historical Society, Abby Daniels, Director

Project Cost:	\$7,250.75
Revised Project Cost:	\$6,038.75
Requested Amt:	\$3,500.00
Amount Approved:	\$3,019.38

Abby gave an outline of the intended landscape work at the north side of St. Stephen's church, which will be a continuation of the St. Stephen's Plaza landscape design. After some discussion it was agreed that the project cost would be reduced by \$1,212.00 to a revised amount of \$6,038.75, as cobble stones were no longer being considered due to the risk to the stained glass windows in the church. Mary had spoken to the landscape architects, Play Environments with regard to the proposed work and they had offered some suggestions. They recommended changing out the roses that were proposed for the planter at the front of the church and replacing these with more 'user friendly' type plants, (no thorns).

Board member Sammoury moved to approve the request for \$3,019.38, seconded by board member Sessions. The motion was approved unanimously contingent on St. Vrain Society agreeing to the changes recommended by Play Environments.

II. Longmont Florist, 614 Coffman, Brad Golter, Owner

Project Cost:	\$3,784.09
Requested Amt:	\$1,891.54
Amount Approved:	\$1,891.54

Brad outlined the work he wished to carry out at his premises on Coffman St. Board member Sawyers asked if it was appropriate to continue with the application as some of the work had already been

completed. Mary responded by saying that some previous DIP requests had been similar, and as there was a precedent it was ok to go ahead and consider the application.

Board member Moore moved to approve the request for \$1,891.54, seconded by board member Sessions. The motion was approved unanimously.

b) Action Item: Intergovernmental Agreements

1. LDDA & City of Longmont IGA

2. LDDA & General Improvement District (GID)

Jim Golden gave a brief description of the changes made to the two IGA's currently in place.

The language regarding liability and insurance issues had been clarified. In addition changes in language were made to clarify the role of the LDDA and the City of Longmont with regard to sidewalk maintenance and repair.

A new agreement was put in place enabling the LDDA to avail of the expertise at the Building Inspection Department to help with electricity maintenance issues in the downtown. Bill Sawyers asked Mary to consider having the LDDA attorney look at the IGA's and Mary agreed to look at what that would cost.

8. Old Business:

A) Action Item: 2007 Budget

Mary went over the budget proposal she had put together for additional funding for a marketing program for the downtown, requesting funds from the Tax Increment Financing (TIF). Mary proposed using 20% of the annual TIF revenue, which was \$729,592.84 for 2005.

As the TIF is not a long term source of funding, Mary proposed using contractual services for the marketing program. This program could cover areas such as web design, marketing materials for businesses and business recruitment, identify media outlets and opportunities, a downtown branding program, attendance at business seminars and conferences, event marketing promotion, development of internal and external publications and producing a large signature event.

The budget was broken down as follows:

• Business Recruitment/Development	\$5,000
• Public Relations	\$5,000
• Community Relations	\$17,000
• Advertising	\$40,000
• Misc.	\$3,000
• Staff/Contractual Services	\$60,000
Total Budget	\$146,000

Councilmember Karen Benker said this was a very good step forward. Mary said she would add more detail to the budget proposal, add some supporting documentation, including the recent merchant/property owner survey results and gather it all together for presentation to council.

Summer Marketing Plan

Mary gave the board an update on the summer marketing campaign which included weekly color advertisements in the Daily Times-Call over a ten week period. This would include the Tri-towns, Louisville, Erie, and Superior. There would also be some small advertising on the local radio. Karen Benker suggested approaching Channel 3 with regard to an advertising campaign with them. Alex Sammoury suggested to Mary that she might consider the Daily Camera as well.

Mary showed the 'summer rack' advertising card which the office had recently produced, covering the summer events in the downtown as well as information on Festival on Main.

Flour Mill Update

Mary updated the board on the Flour Mill project. She said the Grants, the Flour Mill owners, were hoping to go before council in July and had asked for a meeting with the LDDA prior to that, to discuss the LDDA's financial commitment to the project. Tuesday, July 11 was the date proposed for the executive session meeting.

9. Items from the staff

Mary informed the board that a developer had been selected for the Mixed Use Development project and she was waiting to hear if they were proceeding.

10. Public invited to be heard:

None

11. Any Further Business:

None

12. Adjourn: 6.00 pm.

Respectfully Submitted by:

Gillian Lally
Secretary to the LDDA Board