

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

September 27, 2006

Present: Chair Bruce Sessions; Vice Chair Alex Sammoury; Board Members: Bill Sawyers, Scott Moore, Tom Charles and Terry Diesburg; Ex-Officio Members: Jim Golden.
Guests: Tony Kindelspire (Daily Times Call), David Avila, Beth Witzak.
Staff: Executive Director Mary Murphy-Bessler and Executive Assistant Gillian Lally.

1. Regular Meeting Called to Order and Silent Roll Taking:

2. Public invited to be heard: None

3. Board and Ex-officio member comment: None

4. Downtown Director's report:

Mary informed the board of a new business in the downtown area. The business, Eagles Nest Hobbies, at 360 Main, is owned by Phil and Sharon Knuckles.

Mary outlined her plans to attend the upcoming International Downtown Association Conference in Portland, Oregon on October 9th and 10th.

5. Approval of Agenda: The motion to approve the agenda was made by Terry Diesburg and seconded by Bill Sawyers. The motion passed unanimously.

6. Approval of Minutes: Bill Sawyers pointed out an error in the July minutes noting that he was incorrectly stated as having attended the meeting. A motion to approve the July 26, 2006 minutes, with amendments, was made by Bill Sawyers, and seconded by Tom Charles. The motion passed unanimously.

7. New Business:

A) Beth Witzak, Director of LAVA, gave a brief presentation on the proposed Lodger's Tax and asked the board for their support. A motion supporting the proposed legislation was made by Bill Sawyers, seconded by Alex Sammoury. The motion passed unanimously.

B) The election of officers to the board was conducted with the following outcome:
Chair: Bruce Sessions was nominated by Scott Moore and re-elected as chair by a unanimous vote.

Vice Chair: Alex Sammoury was nominated by Bill Sawyers and re-elected as vice chair by a unanimous vote.

Member at large: Tom Charles was nominated by Bill Sawyer and re-elected as Member at Large by a unanimous vote.

C) DIP Request: 436 & 442 Main Street, David Avila, Owner Project Cost: \$10,200
Request Amt: \$5,100
Approved Amt: \$5,100

David gave a presentation on the proposed work planned for the old Bernard Agency building at 436 Main Street, which he recently purchased. The renovation work will be completed in three phases. There was some discussion on the replacement of the windows on the second level. Bill Sawyers asked David if they had considered returning the building to its historic state, including replacing the windows with more authentic material than proposed in the application. David replied that they were open to that idea and would get an updated quote.

A motion to approve the DIP request for \$5,100 was made by Alex Sammoury, seconded by Terry Diesburg. The motion passed unanimously.

The board further agreed to give Mary authority to look at the updated quotes for the windows and increase the DIP request accordingly.

8. Old Business:

A) Budget Request Update: Mary indicated to the board that her recent budget presentation to council had received a favorable response. Council had requested that the LDDA monitor the success of the marketing program in the next year. Their suggestions included encouraging greater merchant involvement, monitoring vacancy rates and sales tax.

Mary discussed her visit to Communications Arts and her meetings with Phil DelVechio, City

LDDA BOARD OF DIRECTORS MEETING - Sept. 27, 2006

of Longmont Community Development Director and the Grants, Flour Mill owners, regarding a Development Plan for the downtown. Mary said that Phil DelVechio was in agreement with her on the importance of the City of Longmont partnering with the LDDA in this endeavor. The Board agreed for Mary to move ahead with this project.

Mary informed the board that she would like to apply for a grant through the *Art in Public Places* program at the City of Longmont to have some Trompe L'Oeil (pronounced trump loy) art work on the wall of Miller Music at St. Stephen's Plaza. The board agreed for Mary to go forward with this application.

B) Retreat Items:

Mary suggested that the board might consider paying a visit to some of the newly developed areas in the Metro Area as part of the annual Board retreat. Areas such as Belmar, Villa Italia, light rail site, Highland Hills area, 32nd & Speer Blvd. were a good mix of development.

Mary requested that the LDDA's Executive Committee (Chair, Vice Chair and Member at Large) meet on a more regular basis. The committee could then use these meetings to draft suggestions and recommendations for the board and present them at the regular monthly meeting.

Director's Annual Evaluation:

Gillian distributed the Executive Director's annual evaluation packet. It was agreed that the Executive Committee would meet on Monday, October 23rd, at 5:30 PM, to discuss Mary's evaluation and make a proposal to the board at the October 25th board meeting.

It was further agreed that November 3rd would be the first *tour date* as part of this year's retreat. The venue would be decided nearer the time.

Mixed Use Development:

Bill Sawyers asked Mary if there was any progress on the Mixed Use Development project. Mary said Phelps Development, Inc of Greeley, CO, was recently chosen to partner with the City of Longmont and the LDDA to develop the Mixed Use Parking Structure. Phase 1 environmental assessments are now complete and a revised development proposal is expected by the end of September.

Flour Mill Development:

Mary informed the board that the Flour Mill Development team is scheduled to present to Council at the end of October.

C) Festival on Main:

Mary informed the board that this year's Festival on Main was a huge success, more than 14,000 people attended and everything went smoothly. She also mentioned that she had increased sponsorship by \$3,000 this year. The board watched a slide show of the Festival produced by Marion Murphy.

9. Public invited to be heard:

David Avila, 436 Main St., commented on the pigeon problem in the downtown. Mary responded by saying that the Parks Department were currently looking at measures to address this and she expected that some action would be taken very soon.

10. Any Further Business:

Mary informed the board that the LDDA in conjunction with the Daily Times-Call, were going to run a downtown *Holiday Window Walk* competition this year. She was encouraging all downtown stores to decorate their windows for the holiday season and the winning prize would be a ¼ page color advertisement in the Daily-Times Call.

11. Adjourn:

The meeting was adjourned at 5:45 PM.

Respectfully Submitted by:

Gillian Lally
Secretary to the LDDA Board

Bruce Sessions
Chairperson, LDDA