

MINUTES
LDDA BOARD OF DIRECTORS
528 Main Street, Longmont
November 18, 2009

Present: Board Members: Robert (Bob) Goff, Bruce Sessions, Burbidge Austin, Sharon Smith-Eisler, and Bill Sawyers
Absent: Board Member Todd Skaw; Ex-Officio Member: Jim Golden
Guests: Alex Sammoury (Councilmember); Scott Rochat (Times-Call); Tom Schaeffer (City of Longmont's Chief Electrical Engineer); Bob Ball (City of Longmont's Traffic Engineer); Chris Huffer (City of Longmont's Civil Engineer); Nick Wolfrum (City of Longmont's Engineering Services Administrator); and Rick Landrum (Longmont Theatre Company)
Staff: Executive Director, Mary Murphy-Bessler, Executive Assistant, Denise Crosby and Communication and Events Coordinator, Sarah Walter

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING at 4:25 PM.

2. DOWNTOWN DEVELOPMENT DIRECTOR REPORT: Mary Murphy-Bessler spoke about Longmont Lights and the holiday decorations. Staff is currently testing the lights, so they have been on and off over the past week. The lights will remain on starting Thursday, November 26, 2009 (Thanksgiving). Mary asked Denise Crosby to speak about the Longmont Lights festivities. Denise handed out two documents, one listed the overall activities for the evening of Friday, December 4, 2009 and the other was specific to the newly implemented Reindeer Dash, three blocks, Fun Run.

3. NEW BUSINESS:

a. Alleyscape Update, Chris Huffer, Civil Engineer/Project Manager*
Chris Huffer explained he was coming before the Board this evening to give more information on the funding shown in the Capital Improvement Program's (CIP's) Project #DR-8 Downtown Alley Improvement. A handout of the CIP #DR-8 was given to all present. The first year of funding in the amount of \$50,000.00 has been approved by the LDDA Board; however the 2011 and 2012 amounts have not.

Burbidge Austin arrived at 4:43 PM.

Bruce Sessions arrived at 4:54 PM.

A motion to approve the use of TIF funds in the amount of \$437,500 for 2011 and \$437,500.00 for 2012 for the City of Longmont's Capital Improvement Programs Project #DR-8 Downtown Alley Improvement was made by Board Member, Bill Sawyers and seconded by Board Member, Sharon Smith-Eisler passed unanimously.

4. BOARD AND EX-OFFICIO MEMBER COMMENTS: Bruce Session noted he appreciated seeing Alex Sammoury in attendance at the LDDA's Board Meeting this evening.

5. APPROVAL OF AGENDA: A motion to approve the agenda as modified was made by Board Member, Bill Sawyers and seconded by Board Member, Bruce Sessions passed unanimously.

6. APPROVAL OF MINUTES: A motion to approve the meeting minutes from October 28, 2009 was made by Board Member, Bill Sawyers and seconded by Board Member, Burbidge Austin passed unanimously.

7. PUBLIC INVITED TO BE HEARD: None.

8. NEW BUSINESS (continued):

b. 300 East Parking lot upgrade update, Bob Ball, Traffic Engineer*

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Bob Ball gave an update on the re-stripping project his department oversaw on the East and West sides of Main Street. 55 spaces were gained on the West side and with the 55 spaces added to the East side, the Downtown has gained a total of 110 spaces. Bob asked if any parking signs have been missed (either should have been moved or replaced but were not) please contact him at 303-651-8323 or bob.ball@ci.longmont.co.us. Bob handed out and discussed a document on the 300E Parking Lot which noted the current problems and the recommended improvements for the 300 East Parking Lot (300 Block of Kimbark Street).

A motion to approve spending up to, but not more than, \$2,000.00 for each (Fall/Winter 2009 and Spring 2010) patching project of the 300 East Parking Lot was made by Board Member, Bruce Sessions and seconded by Board Member, Bill Sawyers passed unanimously.

c. Gift Card Program, Sarah Walter, Communication and Events Coordinator

Mary touted Sarah's accomplishments over the past year and a half as Sarah will be moving on from her position at the LDDA. Sarah gave an update on the Gift Card program. Since the inception of this program (just under a year ago today) over \$5,000 of gift cards have been funded/sold. Half of the cards have already been redeemed. Over the past few months Sarah has added 5 more merchant participants to the program in the last few months for a total of 42. Sarah addressed a concern she has heard regarding where to purchase the cards. Currently the cards are sold at the LDDA (528 Main Street), the Civic Center (350 Kimbark Street) and online (www.DowntownLongmont.com). Sarah noted we could implement two other locations, but there are concerns surrounding liability. Sarah is looking to have more signage made to show where the gift cards are available for sale. The gift card company revealed new gift card dispenser kiosks. The cost for one kiosk is \$15,000.00. Bob Goff asked if there was any way to have a remote processor to handle on the spot gift card sales at events. Sarah was not aware of any, but will look into it. Another option could be to set up a booth in front of the LDDA's office and have someone inside to process cards sales. Marketing of the gift card program currently includes billboards and theater advertisements. In addition, the LDDA has been donating gift cards as giveaways at a variety of venues. Downtown merchants came together (with monetary help from the LDDA) to create a coupon postcard that went out to over 20,000 homes in Longmont. Not only does the gift card appear on the postcard, all of the businesses accept the card. Sarah handed out the postcards to everyone present. The original merchant participation fee for this program was \$75.00 per year and is now \$25.00 per year. The merchants that paid \$75.00 fees for the first year are now considered paid for the first three years. The LDDA hopes this will entice more businesses to participate in the program. Although the gift cards come in denominations from \$20.00 to \$250.00, special promotions can be arranged through the gift card company for other amounts.

d. Longmont Theatre Memorandum Of Understanding (MOU) discussion, Mary Murphy-Bessler

Bob Goff received preliminary construction and consulting costs from Ronnie Pelusio of Wolff-Lyon Architects minutes prior to this Board Meeting. Copies of document were made and handed out to all present. Bob stated he and Steve Carver agreed to meet twice a month (the first and third Wednesdays of the month) with a small group of representatives from each Board. Mary noted as Bob had stated earlier the LDDA may have put the cart before the horse with this project. The LDDA Board needs to determine what they would like to see with the Longmont Theatre, what role they would like to play either financially or if they financially contribute to this project what do they want to get out of the collaboration, et cetera. Mary's personal opinion after reviewing the MOU it looks as if the LDDA is writing a blank check. Bill Sawyers agreed with Mary. Bob added the ultimate goal was to make the theater more accessible to the community at large and the LDDA needs to figure out how to get there. Rick Landrum spoke on behalf of the Longmont Theatre Company stating he has looked into some fundraising options and wanted to know if the LDDA Board could provide guidance in that direction. Mary said this is something the LDDA Board could address in a proposal to the Theatre Company. Mary, Bob, Bill and the Council liaison were chosen to comprise the small group to meet and discuss further options.

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e. Board Retreat Discussion Topics, Mary Murphy-Bessler

The Board decided the main focus of the retreat should be the Arts and Entertainment District (including the Longmont Theatre MOU). Alex Sammoury added the LDDA should let the City Council know what is needed from them in order to get what the LDDA Board wants to see done. The retreat should be four hours minimum. Mary will make suggestions on speakers.

- 9. ITEMS FROM THE STAFF:** Denise Crosby asked the Board if they were interested in offering the unrestricted parking in the LDDA managed parking lots on Fridays during the holidays as they did last year.

A motion to approve free parking on Fridays in the LDDA managed parking lots from the Friday after Thanksgiving through December 2009 was made by Board Member, Bill Sawyers and seconded by Board Member, Burbidge Austin passed unanimously.

- 10.PUBLIC INVITED TO BE HEARD:** None.

- 11.BOARD MEMBER COMMENTS:** Burbidge Austin asked how business owners apply for parking permits for the Downtown lots. Denise Crosby briefly explained the LDDA's parking permit program including the waitlist. Denise noted any interested party can contact her (303-651-8484 or denise.crosby@ci.longmont.co.us) to request a permit or to be put on the waitlist. Bill Sawyers requested an amendment to the ArtLink funding motion passed at the previous Board Meeting (on October 28, 2009).

A motion to amend the authorization previously adopted to sponsor ArtLink Longmont in the amount of \$4,000.00 by adding "provided, however, that the City of Longmont does not cut the \$22,800.00 it provides the LDDA for events and holiday lighting, and in the event the City of Longmont does cut this amount, the funding to ArtLink Longmont will be cut by the same percentage" was made by Board Member, Bill Sawyers and seconded by Board Member, Burbidge Austin passed unanimously.

- 12.ADJOURN:** The meeting was adjourned at 6:20 PM.

Respectfully Submitted by:

Denise Crosby
Secretary to the LDDA Board

Robert Goff
Chairperson, LDDA