

## Longmont Downtown Development Authority Board of Directors Retreat

527 Main St., Longmont, CO 80501 (Christ International Church)

**February 22, 2017 – 8:15 a.m. – 3 p.m.**

---

8:15 a.m. – Light breakfast – As board to come, grab breakfast and start at 8:30 a.m.

8:30 a.m. – LDDA Board Meeting (see separate agenda)

BREAK

9:30 a.m. LDDA Master Plan

- I. Recap of what we have accomplished (5 min)
- II. Plan Summary Overview & Big Idea concepts (pgs 14 – 15) (15 min)
- III. Group Discussion (10 min)

10 a.m. Implementation Priorities & Map Overview (pgs 56-59; 66-68) (15 minutes)

10:15 a.m. Break out discussion focus & priorities (two groups – Erica & JJ) (15 min)

1. What are the top 5 projects; top 5 programs
2. What is missing that needs to be prioritized?

10:30 a.m. Report out of Breakout Sessions (30 minutes)

1. Prioritization of top 5 overall

BREAK

11 a.m. Indicators & what metrics do we track? (pg 69) (15 minutes)

11:15 a.m. Breakout discussion on indicators & metrics (15 minutes)

1. What are top 10 indicators to track?
2. Is anything missing that needs tracked?

11:30 a.m. Report out of Breakout Sessions (30 minutes)

1. Prioritization of top 5 overall metrics

LUNCH

1 p.m. Breakout Activity: Redevelop a Downtown Block

1. Get out & get moving around – work groups become master developers – visioning what it takes to redevelop a ½ block of Downtown. What does it look like, what are the uses, how do you get there, what is the wow factor?

1:45 p.m. Report out of Vision

BREAK

2 p.m. Check in on priorities – are we still good?

2:10 p.m. Role of the Board – Champions of the Plan

1. Managers
2. Advocates

### 3. Resource Development

Advocacy & Policy Setting - What is put in place to move forward?

#### Management Structure

1. Design Board / Committee
2. Executive Committee
3. Fund raising & resource development

#### Advocacy

1. How can and should the board be involved?

#### Policies & Criteria

1. TIF – who do we use moving forward
2. Event Support – what level are we involved? what role?
3. Incentives & Design Criteria – what do we evaluate on?

2:45 p.m. Next Steps for Plan Approval & Wrap up

3 p.m. Adjourn