

**CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES FORM**

NAME OF BOARD/COMMISSION: **DOWNTOWN MANAGEMENT COMMISSION**

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: **Ruth Weiss--303-413-7318**

NAMES OF MEMBERS, STAFF, AND INVITED GUESTS PRESENT:

BOARD MEMBERS: **ERICA DAHL (absent), JOHN KOVAL, MATT MCMULLEN, VIRGINIA PATTERSON, ERIC RUTHERFORD, DBI and BID BOARD**

MEMBERS: **CINDY WARD, NOLAN ROSALL, PHIL SHULL, RICHARD PENDLETON, BONNIE DAHL, PETER HEINZ, JOHN MEHAFFY, LEONARD THOMAS, SAM SUSSMAN, GEORGE KARAKEHIAN, RICHARD POLK, REGGUPTON, STEPHEN SPARN, MARY NAGLE STREET, ANN GETCHES, ANDY JAMES, AMY MOYNIHAN, WENDY REYNOLDS, JAKE PUZIO, MICAH MCKEE, FERN O'BRIEN**

STAFF: **MOLLY WINTER, ELLEN CUNNINGHAM, DONNA JOBERT, RUTH WEISS, LANE LANDRITH, KURT MATTHEWS, JANE BRAUTIGAM**

GUEST: **DAVE ADAMS, LIB ILDERTON, TERRY TAKATA-SMITH, ELI MADRONE, SUE HEMPSTEAD**

TYPE OF MEETING: **MINUTES** **OFF SITE: June 12, 2009**

AGENDA ITEM 1- Welcoming Comments: Molly Winter, Sean Maher and Cindy Ward welcomed all attendees.

AGENDA ITEM 2- Introduction of Participants: Participants were asked to introduce themselves, provide business affiliation, length of time downtown, and their priority for Downtown Boulder.

AGENDA ITEM 3 – Organization Chart for Three Organizations: Sean Maher and Molly Winter gave an overall view of the organizations, their focus, budget parameters and concerns.

AGENDA ITEM 4 – Chair Reports Identifying Current Top Priorities for Their Organization: Sean Maher and Molly Winter opened the discussion to the audience.

AGENDA ITEM 5 – Discussion of Key Issues and Opportunities for Downtown Boulder: The following is a summary of breakout discussions.

ECONOMIC:

Communication

- Positive impact of density (↓ trans, ↑ rev, ↑ jobs, etc)
- Advocacy
- Council (email, one on one, site visits)

Collaboration

- SBDC
- BHP
- Dan Powers
- Responsible Hospitality
- Neighborhood association
- Landlord mix (tenant)
- Outlying Downtown areas
- Faith based
- Historic Boulder

Business Assistance / Retention

- Establish mentor groups
- SBDC events
- Business testimonials

Politics

- Public Affairs
- Candidate recruitment/support
- Endorsement
- Impact tax base (commercial/residential mix)

- Convention Center

Action Items

- Public Affairs (see Politics)
- Establish mentor groups – "New Business Help Desk"
- Study tipping pt. (residential/commercial tax base)
- Continue/restart council one on one, site visit
- Formulate ongoing, broad-based communication strategy
 - Density benefits
 - Positive impact of Downtown organizations ("community benefit")
 - Affordable housing
 - Business testimonials
 - Candidate endorsement
 - Collaborative efforts / benefits – foster ongoing/increased collaborations

SOCIAL:

- Reach out to CU
 - Arts and Drama events downtown
 - Ethnic / International
 - Conference on World Affairs – Boulder Theater
- Family and Kids
 - More free events
 - Pumpkin Fest
 - Valentine Art contest
 - Engage schools
- Senior Outreach
 - Senior Days
 - Discounts
- Ethnic – More Events
 - Reach out to Latino population
 - Fiesta / Intercambio
 - More proactive / schools

ENVIRONMENTAL:

- Outreach to Property Owners
 - Focus: PAYBACK - keeping green in green, lower triple net
 - Who: Green Committee
 1. BRANDING – location, location, foot print
 - Who: BID

ECONOMIC:

- TOURISM:
 - Touch screen / Web
 - Concierge outreach
 - Central ticketing
- Civic Pad Opportunity
- Land use – density – foundation of CU – shades both worlds
- Housing – work force housing downtown?
 - Ground costs \$\$ - COB land
- Visitors – 50 % of downtown people – make more purchase / visit – maximize competitive
- Tenant mix - national chains versus local and tourist focused merchandise/ family / affordable "Aspen / Estes Park"
- What is lacking downtown – movie theatre, conference center
- "What do we want to be downtown?" Work force housing?
- Actions:

- Advocacy statement re. Density and housing
- DMC, DBI – louder voice
- Clarity of terms of "work force", rental housing and numbers
- Survey – feedback on organizations and their goals / mission
- Tourism – do a good job – info kiosk, keep supporting
 1. Touch screen / Web attractions, improve customer experience
 2. Concierge staff in Boulder and BOCO – training outreach
 3. Central ticketing for Boulder athletics and events
- Skip / Hop = SHOP
- Business incubation good at ; space to grow – city space
- Carrots to get off mall – signage / banners
- Conference center – jump start by business community
- Civic pad – meeting space
- Camera site – uses
- Visitor experience
 1. Inconsistencies
 2. Performers rude
 3. Pan handlers
 4. Customer service
 5. Stores

ENVIRONMENTAL:

- Tools / Green Committee
- Payback and marketing – BID
- "Low triple net"
- Location / location / sustainability "foot print"
- Focus:
 - Property owners
 - Partnership – BGBG
 - Task force – BGBC – city, Xcel
 - One on one meeting with property owners
 - Another focus – churches / temple – "green prayer"
- Action:
 - Green
 - Task force
 - Property
 - Measurable
- Other:
 - Transportation access
 - Alternative modes
 - Land use mix
- Keeping doors shut = saving money
 1. Behavioral
 - Structural - property owner vs tenant
 - BGBG - education
 2. Physical
 - Role – make connection with Downtown
 3. Recycling / Zero Waste
 - Idea – blog, web based with relevant info for businesses
 - Service – energy audits and info
 - Focus on one area and do it; i.e. glazing insulation
 - Idea – matching \$ for improvements
 - Why - \$ savings and marketing of downtown, payback
 - "Keep green in green"

Meeting adjourned at Noon

ACTION ITEMS: None

July 6, 2009	FUTURE MEETINGS: Council Chambers 5:30 p.m.	Regular Meeting
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APPROVED BY:

DOWTOWN MANAGEMENT COMMISSION

Attest:
Ruth Weiss, Secretary

Matt McMullen, Chair