



Beautiful Downtown Lewiston
Board of Directors

Agenda for September 12, 2017 BDL Board Meeting

2018 Strategic Planning Session 1 | LCSC SBDC 406 Main Street | 3:00 PM

Creating a vital, inviting downtown district in Lewiston which promotes quality business, cultural and community growth.

Board of Directors: Johnson (President), Cannon (Vice President), McCoy (Secretary), Brooks (Treasurer), Dry, Price, Witthaus, Willett, Anderson

Absent: Trotter, Tucker

- I. CALL TO ORDER 3:13pm AND WELCOME OF INVITED GUESTS
- II. CONSENT AGENDA – deferred to our October 3 board meeting.
- III. PUBLIC COMMENT – none at this time.
- IV. SPECIAL PRESENTATIONS – none at this time.
- V. OLD BUSINESS
 - a. Review of 2017 Work Plan – much of the work plan was completed, but a standout for improvement continues to be non-event based promotions and recruiting and mentoring of new businesses. We also need to build out market information for the downtown master plan but Courtney, under board direction, has been asked to seek alternatives to a \$10,000 market study consultant.
 - b. Information review – 23 of a potential 300 respondents completed the stakeholder survey from which we understand that our stakeholders are most interested in a 5-10 year strategic plan from BDL, new business recruitment, and new revenue streams. Courtney recommends BDL's strategic long term plan is best completed after the Downtown Master Plan is outlined so BDL can be in line with the overall downtown vision, though we could put out a 2-3 year plan. Also of note is 4 survey respondents plan to spend \$250,000+ on their buildings in the next 4 years. Other priorities and notables included 2 respondents indicating they were never invited to be BDL member businesses and a desire for better pedestrian lighting, parking, and open alcohol at events (such as Oktoberfest).
 - c. 2018 Workload – midwinter we will likely have a Downtown Master Plan steering committee, get a scope of work completed, hear back on the National Endowment for the Arts in April, then send out RFP for a consultant and have that consultant start June/early summer. For BDL internally we can look to refreshing our website, CRM software, and increasing event profits. For example, Pumpkin Palooza could bring in more income and have a profit-share model like Sound Downtown for agencies that benefit children. Closely tied we need to look at events and promotions and policy/public improvement issues such as licensing which is coming up as an issue for ArtWalk with the city asking wineries to pay \$500 to sell wine at host sites.
 - d. Wrap up – staff and board will work more on 2018 visioning and specific directives for planning session 2 as well as have information on the status of involvement in LHAN.
- VI. NEW BUSINESS – none at this time.

VII. GOOD OF THE ORDER – none at this time.

VIII. ADJOURNMENT