

MINUTES
LDDA BOARD OF DIRECTORS
528 Main Street, Longmont
February 23, 2011

Present: Board Members: Robert (Bob) Goff, Larry Stauss, Joseph Perrotto, Burbidge Austin, Sharon Smith-Eisler, and Bill Sawyers; Councilmember: Alex Sammoury; Ex-Officio Member: Jim Golden

Absent: None.

Guests: Tony Kindelspire (Times-Call); Mayor Bryan L. Baum, Chris Huffer and Brien Schumacher (City of Longmont); Ryan Kragerud and Buzz Feldman (Bicycle Longmont); Monique Cole (representing Owners of 332-334 Main Street), Michael Armstrong (Community member)

Staff: Executive Director, Kimberlee McKee

- 1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING at 4:20 PM.**
- 2. BOARD AND EX-OFFICIO MEMBER COMMENTS:** None. Bill Sawyers welcomed Kimberlee McKee to the staff
- 3. EXECUTIVE DIRECTOR REPORT:** Kimberlee reviewed the document that was supplied in the Board Packet. Kimberlee thanked the Board and cited she was thrilled to be in Colorado and Longmont. She noted she will put a Board Report in the packet each month to update the Board on happenings in the office. She noted she had in depth meetings with each of the Board members and will be putting together information. The Board reports will follow items of the strategic plan once it is completed. She spoke about focusing Clean Up Green Up as an entire downtown clean up as opposed to an alley sweep. It will start small scale this month and go more large scale next year. Asked for support. Maintenance contract with the City of Longmont has not been updated for a few years. Kimberlee and City staff will begin to update this and look at what is needed. She will be on a TV show on Cable channel 8 and will be meeting with Fort Collins and hopefully other DDA directors in Colorado. Next month I hope to focus on City staff and City council members with one-on-one meetings. Continue to drop into merchants and will be scheduling meetings in the next few months.
- 4. BLOCK CAPTAINS REPORT:** At the February 9, 2011 Block Captain meeting Clean Up Green Up was discussed. The LDDA will try to implement a few this year and then concentrate on next year. Still opening. Police Officer, Eric Hulett answered questions and we discussed safety issues in the district. He may set up trainings and taking safety issues a step further to work with others.
- 5. APPROVAL OF AGENDA:** A motion to approve the agenda was made by Board Member, Bob Goff and seconded by Board Member, Sharon Smith-Eisler passed unanimously.
- 6. APPROVAL OF MINUTES:** A motion to approve the Board meeting minutes from January 26, 2011 was made by Board Member, Larry Stauss and seconded by Board Member, Bob Goff passed unanimously.
- 7. PUBLIC INVITED TO BE HEARD:** Mayor Bryan L. Baum on behalf of the City and City Council welcomed Kimberlee to Longmont and cited he looks forward to working together in a very productive environment.
- 8. UNFINISHED BUSINESS:**
 - a.** Alley Project / Breezeway Option Discussion – Chris Huffer
Chris updated the Board about what has been happening. Continue work. Taken the first reading to Council the appropriations for Breezeways and Parking Lots. In last two weeks have worked to get issues resolved to move design team to 30% plans for East Side. Somewhere in timeframe of March 7 hoping for an early morning meeting per block for property and business owners. Chris will handle notifications. He gave tentative timeframes on construction dates. Still working with Art in Public Places (AIPP) about Breezeways. City Attorneys said there is the ability to move the art, but had to

LDDA BOARD OF DIRECTORS MEETING – 2-23-11 Board Minutes.doc

meet a vote by the AIPP Board. He asked for discussion about the artwork in the Breezeways. They can be worked around. Bob asked what part is defined as the art. It is the top and steel part that comes down at the entrances, but not the columns behind that. Chris will contact AIPP next week. Bill said it is not worth moving. Bill asked about security cameras in the breezeways and the power requirements being built in. Chris will continue to investigate. Bill cited that it was effective to deter crime in some areas. Board asked the cost to remove the structures. Several options have been talked about as far as location, but AIPP and the artist have rights. Sharon asked if we discussed removing them in the last meeting. Chris said all the drawings we have seen have kept them in place. Board members felt they could stay in place but wanted to see the cost of moving them. It is not the type of art that is rotated as part of other AIPP programs. Chris will report back after there is more information for AIPP. Alex asked who has the final say on this issue. Chris said he believes it would go to Council. Jim said that the LDDA Board adopted a budget short of the needs, so whatever can be cut from this tight budget would be helpful.

- b.** Arts & Entertainment District / Phase 3 Contract – Bob Goff / Sharon Smith-Eisler
Sharon reported on a meeting with Dana Crawford and Jennifer Vecchi. We talked about prioritizing the next phase. They will make an agenda for the next Steering Committee meeting on March 3rd. Bob added it was critical that Board Members come to the meeting. Bob added we met with Richard Juday from the Boulder County Cultural Commission and talked about SDFC funding. He will be joining the steering committee meeting. Coordinating committee will approve agenda.

9. NEW BUSINESS:

- a.** Old Town Marketplace, 332-334 Main Street – DIP Façade Mini Grant Request
Monique Cole spoke of her new venture of creating an indoor marketplace and renting out small retail space to businesses. Added new awnings and rehabbed a cabinet sign. They plan to replace the front doors to be up to fire codes. Asking for \$3,500 for the doors and awnings. She submitted two bids for the doors and awnings. Went with the higher bid to use Longmont vendor, but submitted the grant based on the lower bid. Doors should go in this coming week. Tenants will be moving in with a ribbon cutting ceremony on March 8th. Monique added that the LDDA is very easy to work with and cited she was 7 tenants and can have up to 20. She would like to be involved in the Arts and Entertainment District.

A motion to approve the Cole's request for \$3,500.00 mini grant for 351 Coffman Street building façade improvements was made by Board Member, Bob Goff and seconded by Board Member, Alex Saummory, passed unanimously.

- b.** City of Longmont's Economic Development Grant Update – Doug Bene
Doug was ill so this will be on the agenda of a future meeting.
- c.** Bicycle Longmont Presentation – Ryan Kragerud / Buzz Feldman
Alex congratulated Buzz for his Everyday Hero award. Ryan gave an overview on the fund raiser Cruiser Bike Ride and updated the Board on the changes, including a shorter route (10 mi). Route comes through Downtown and is currently scheduled to begin and end at Rogers Grove. It could possible be moved to 3rd and 5th, hoping that the LDDA can become a sponsor. The ride will help fund their Holiday Bike program. They already have two sponsors. A promoter has come on board. It will cost about \$17,000 to do the ride. They are going to give themselves 2 weeks to get commitments for sponsorships. Buzz cited that the ride would begin at 6 or 6:30 p.m. It can start Downtown to support restaurants. The ride is free and should have 1,000 -2,000 riders. Will have a band and beer garden at Rogers Grove. Buzz will be opening non profit bike shop/cooperative at 8th and Coffman. Ryan noted the promoter is Adventure Fit located in Longmont at LongsPeak and Atwood. They have done several other bike races regionally. This ride would correspond with Colorado Bike Week. Hoping event will turn into a festival. Burbidge asked if the race date was set in stone. June 18th. The Criterion is the 2nd week of July, which is put on by another group. Sharon asked how many bikes they give out in bike program. Last December they gave out 439 bikes and helmets. More than 8,000 since it began. Joe asked when the finish time would be – 8 – 8:30 p.m. He asked what

LDDA BOARD OF DIRECTORS MEETING – 2-23-11 Board Minutes.doc

they were looking for as far as sponsorship goes - \$2,000. They are looking for a title sponsor and someone to fill the gaps in funding. Bob questioned how you could have the beginning and end in Downtown and then a band and beer tent in another location and questioned the safety of that. Ryan said they would also look to possibly have a beer garden and band Downtown if they moved to that location. Bill said this is a great cause, but we don't have a budget for these types of large sponsorships. If we know a year ahead of time, we can look at a more strategic downtown event. Jim said there could be money in marketing and advertising, but Kimberlee said that money is earmarked for LDDA's events and other projects. Maybe look at something small this year. Alex asked how quickly they needed to know. Kimberlee McKee will get back to them the next week. Alex asked what other sponsors were being approached. Sharon asked if they should make a presentation to merchants. Jim asked if their budget included insurance – yes, it does.

d. Inter-Governmental Agreements (IGA's)

Jim said it is the time of year to look at our IGAs. They were reviewed extensively last year. He doesn't see a need for a major change, but asked for comments and suggestions. They will come to the next meeting for approval. We will approve both the City/LDDA and the City/GID IGA's. City will update budget numbers. Board members were asked to e-mail feedback. Bill said it looks like dates and numbers need updated. Sharon asked about the events listed in the IGA. They are LDDA/City co-sponsored events.

e. LDDA Board Retreat

Possible dates, Friday, April 29 or May 6th. Kimberlee spoke about her vision for a Board Retreat. Jim Golden will give an overview of LDDA's financial picture and sustainability for the future. Work as a Board to create a strategic plan, concise guidance document – short time frame. Prioritize those goals in this year; review each year to bring focus. Look to continue the model of ad hoc committees and work with Board Members on priorities. Discussion on dates was held. April 27th was chosen by the Board in the upstairs conference room of Guaranty Bank. It is the same day as the April Board Meeting. Board Meeting will remain at the LDDA offices.

10.PUBLIC INVITED TO BE HEARD: None.

11.EXECUTIVE SESSION: For the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402 (4) (e) and for discussion of a personnel matter under C.R.S. Section 24-6-402(2)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees.

12.ITEMS FROM THE STAFF: None.

13.BOARD MEMBER COMMENTS: Burbidge spoke with Doug from the Flour Mill to discuss the demolition and they are hopeful since the LDDA couldn't help them with that, we can help with their new project. Sharon added they are still open to negotiate. Burbidge added that FasTracks is a long way away.

14.ADJOURN: The meeting was adjourned at 6:06 PM.

Respectfully Submitted by:

Kimberlee McKee
Executive Director

Bill Sawyers
Chairperson, LDDA