

MINUTES
Board Meeting
528 Main Street, Longmont, CO 80501
September 26, 2012 . 4:15 PM

Present: Larry Stauss, Alex Sammoury, Burbidge Austin, Joe Perrotto, Robert (Bob) Goff,
Ex-Officio Member: City of Longmont, Jim Golden,
Absent: Sharon Smith-Eisler, Bill Sawyers
Guests: Chris Huffer and Brien Schumacher, City of Longmont; Anne Smith, Terry
Diesberg, Kathe Heinecken, Debbie Karle, Ellen Sloan, Dale Bernard, Clara White,
Cotton Burden, Keith Burden, Tony Kindelspire (Times Call)
Staff: Executive Director; Kimberlee McKee, Marcelo Fernandez; Del Rae Heiser

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS None

3. APPROVAL OF AGENDA

Larry Stauss requested a change to the agenda to move item 9A up to be item 6C as Burbidge Austin needed to leave the meeting early.

Motion: Bob Goff moved to approve the agenda with the change, Burbidge Austin seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

July 25, 2012 Board Minutes. Burbidge mentioned he was not listed on the July 25 minutes and he was at the meeting.

Motion: Burbidge Austin moved to approve the July 25, 2012 Board Minutes with the addition, Joe Perrotto seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) None

6. NEW BUSINESS

A. Alley Incentives

- i. 515 Kimbark . Ellen Sloan stated they want to remodel their north entryway to be a store front glass entry, add a brick pathway with underslab heater that will match the parking lot pavers to the entrance, install a new awning and exterior lighting, and paint 2nd story exterior. Ellen also mentioned the city council approval of the walkway from the parking lot, which is in the GID, to their north entrance. They signed and approved a Use of Public Places Permit which is between the GID and 515 Kimbark LLC. Total project cost is \$51,000 and they are requesting LDDA reimbursement for \$10,000 (maximum allowed in the program).

Motion: Alex Sammoury moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.

- ii. 364 Main St . Quilters Studio. Terry Diesburg stated they want to clear and dispose of existing soil and debris and prepare subgrade in two parking spaces that are north and south of their back entrance stairs. They will replace with sandcrete paving that matches the alleyscape. Total project cost is \$1961 and they are requesting LDDA reimbursement for \$490.25.

Motion: Joe Perrotto moved to approve the application, Bob Goff seconded the motion. The motion passed unanimously.

- iii. 504 Main St . Barbed Wire Books. Del Rae Heiser mentioned this is Kathe's second application. Kathe Heinecken stated she wants to install new LED lighting on the 1st floor and restore and repaint the 2nd floor trim, doors, and windows and sand and seal the deck. Kathe will repaint the back entrance railings to the store herself. Total project cost is \$2747.95 and she is requesting LDDA reimbursement for \$686.99.

Motion: Bob Goff moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.

- iv. 346 Main St . Used Book Emporium. Debbie Karle stated they want to remove and replace their concrete landing at the back door, do a concrete overlay of the south stair well, do a thin brick overlay of the east wall of landing to match existing brick around doors, replace black steel soffit at back entry and install brown gutters, and replace back door with a 36+door with side lite. There is additional painting to the back walls which they will do themselves. Total project cost is \$6862 and they are requesting LDDA reimbursement for \$1715.50.

Motion: Burbidge Austin moved to approve the application, Bob Goff seconded the motion. The motion passed unanimously.

- v. 350, 356 and 360 Main St. - E.R.T.L. Anne Smith explained they want to do the following to each property. Total project cost for all three locations is \$2074.98 and they are requesting LDDA reimbursement for \$518.73.

1. 350 Main St. . paint alley side face of building, carport and stairs in a red brick color.
2. 356 Main St. . replace light fixture over entrance, repair rear sign light, paint alley side wall and stairs in a red brick color.
3. 369 Main St. . small amount of stucco repair, paint 2x12 boards on back deck using existing color, repaint back rails and pickets in black, touch up wall in same color where needed.

Motion: Burbidge Austin moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.

B. DIP Request

- i. Cheese Importers . Clara White explained they want to install items that are part of Phase II of their remodeling plan. These include a new kitchen hood, drainage pan in the parking lot, doors to the kitchen and north delivery and demo and repair the back entrance doors and install back entry doors. Total project cost for this Phase is around \$400,000 and they are asking for \$10,616.46 which is 25% of the items they are submitting in the application. Kimberlee mentioned that she and Brien Schumacher reviewed what the DIP grant can pay for and had to remove a few items from the Cheese Importers application. However, the board can remove the funding cap of \$15,000 for restaurant code related conversions such as the kitchen hood they are applying for. Kimberlee created a summary sheet which shows additional support for the kitchen hood. Kimberlee also reminded the board that this is one of the phasing approaches for funding this project. The options are to fund the hood at the following percentages and the final DIP funding result at that percent:

1. 25% for \$10,616.46
2. 50% for \$14,786.63
3. 75% for \$18,920.79.

Motion: Burbidge Austin moved to approve the application for \$18,920.79 (75% of hood cost), Bob Goff seconded the motion. The motion passed unanimously.

C. Roosevelt Park Apartments

- ii. Design Approval . Cotton and Keith Burden reviewed the final design plans of the Roosevelt Park Apartments with the board for their approval of the project concept. They have filed for the building permit two weeks ago. They will begin demolition the 1st week in October. They are finalizing their loan funding and have a signed term sheet with Wells Fargo Bank. Larry Stauss asked if there was anything different than the designs they saw a few months ago. Keith said the only difference is the outside design elements above the balconies.

Motion: Alex Sammoury moved to approve the design concept as presented, Bob Goff seconded the motion. The motion passed unanimously with Joe Perrotto abstaining.

7. UNFINISHED BUSINESS

- A. Alley Project Update - Chris Huffer informed everyone of the progress on the 300, 400 and 500 east blocks. The 400 and 500 blocks are now open. There are still things to finish up on these blocks including breezeway light poles and for Century Link to finish their tieovers to underground and then LPC can remove the wires and old wooden poles in the alley. Working on the 300 block now on the north part of the alley and parking lot and the breezeway. The utilities were undergrounded on this block in 2001 and so far they are looking good to work around.

- i. 300 Block Breezeway: Chris stated the 300 block breezeway design was to bring up the breezeway elevation to be the same as the 1st floor elevation of the buildings so if someone wanted to put in a doorway, steps would not be needed. The original grade of the breezeway (around 2%) starts at Main St. and slopes gradually down to the alley. The new design would increase that elevation and slope so the front 2/3 of the breezeway is pretty flat and in line with the elevation of the buildings and the back 1/3 of the breezeway (near the alley) would be steeper (about 8% grade) to slope down to the alley elevation. The question is to make sure we want to install this increased grading to allow for future doors from the building to the breezeway or keep the grade gradual as it is now. With the steep grade on the new design, ADA requires handrails for this grade (budgeted \$8,000.) The 300 block handrails have not been fabricated yet so it would save \$8,000. Larry Stauss asked Kimberlee to talk to Bill Sawyers about the grade to get his opinion and then decide then. However, the board felt strongly about keeping the original gradual grade.
- ii. 300 Block Schedule: Chris discussed the 300 block schedule which could include potential weather issues. Currently, they are committed to be out of the north alley/parking lot and breezeway by November 15. They are concerned that weather will delay this completion so they are proposing to complete everything that is being worked on now and come back in spring 2013 to finish the south side of the alley (south side of breezeway). They also want to be cognizant of the breezeway access during the holidays. If they finish the east 300 block in 2013, then they would probably only complete two blocks on the west side. If they start on the east side now, then the entire alley and breezeway will be closed through November 15th or later. If there is bad weather, the alley could be closed through March when weather gets warmer. Kimberlee McKee said we can do another poll of the merchants to get their feedback on whether to finish the south leg this year or next year.

8. EXECUTIVE DIRECTOR REPORT by Kimberlee McKee

- A. Festival / event updates
 - i. They sent out an electronic survey about the LDDA 2012 events and will use that feedback for next year's events.
 - ii. There's a new event coming up called Celebrating Longmont Then and Now on Saturday, Oct. 6. It will be in the Butterball parking lot next to Cheese Importers. It is a partnership with Longmont Power Company in celebration of their 100 years of service.
 - iii. On Friday, October 26, there will be an adults-only Drink or Treat event featuring 17 downtown merchants. It's a \$20 ticket. People will visit the merchants to punch their ticket. The last stop is at the Dickens where a person with a completed ticket can get in for free at the Opera House.
- B. Retail Committee update . They have set aside \$300,000 for retail incentives and had talked about how to apply that to retention and recruitment. We had a new Yarn Shoppe open in the alley. A new western gift shop opened where Encore used to be called Jackalopes. A new bicycle repair shop opened on the 300 block and a bicycle exercise business on the 400 block. We are working with the city as well to package with their incentives. There will be a thank you reception on Thur. Oct. 4 at Guaranty Bank.
- C. Merchant Meeting: the next meeting is Wednesday, October 11, 8:30am at Jester's Dinner Theatre.
- D. Vision Plan 2013 - Kimberlee met with the Longmont Community Foundation to assist with the 2013 vision. Jim Golden and Kimberlee presented to City Council about the budget.
- E. Historic District Grant Opportunity
 - i. The LDDA has an opportunity to apply for a Historical Grant that would help conduct surveying and look at the different levels of becoming a Historic District. The State Historical Fund gives up to \$35,000 grants to help with surveying or another tangible project. Conducting surveys will give us the data needed to be a Historic District on any level (local to federal). The grant needs a 25% match from the LDDA, or about \$5,000. Kimberlee said it could come out of the A&E district funds. The board unanimously approved Kimberlee to submit the grant application.
 - ii. Colorado Creative Industries has a grant opportunity from the **Boettcher Foundation** which wants to grant us \$25,000 over 3 years. There has to be a \$10,000 cash match in 2014 and \$10,000 in 2015. Kimberlee asked permission to sign and accept the \$25,000 in funding. The board unanimously approved this request.
- F. Parking . not discussed

Burbidge Austin left the meeting at this time.

9. NEW BUSINESS (continued)

- A. LDDA Debt Authorization Election . pamphlet & meeting
 - i. Kimberlee asked to review the Resolution No. 2012-2 which we can pass under the Fair Campaign Practices Act to say that we as a board support voting Yes on the Debt Authorization ballot issue.

As part of the Resolution, we would develop a Fair Campaign Practices Act brochure which includes a factual summary of the issue, the pros/cons of the election, how to contact the Clerk's office, what TIF is, the Public School Financing act of 1994, projects completed from TIF money since 2005 and still being developed, an outline of our 29 goals in the Master Plan, and parking. We held an information Ballot meeting in 2005 for the last authorization. Kimberlee recommended holding a meeting this year also and selected a date of Thurs. Oct. 25 at 4pm at the LDDA office

Motion: Alex Sammoury moved to pass the Resolution No. 2012-2 by the board to support the Debt Authorization Election, Bob Goff seconded the motion. A majority motion passed.

Motion: Joe Perrotto moved to approve the text in the Fair Campaign Practices Act brochure and the date of the Ballot meeting, Bob Goff seconded the motion. A majority motion passed.

B. Signage Code & Downtown Design Guidelines update

- i. Decisions were made to the design guidelines for sidewalk merchandise displays and the A-frame sandwich boards. We decided to not determine what type of merchandise can be displayed, but that it has to be in clean, working order. The A-frame sandwich board will fall within the design guidelines and sign reviews will be held bi-monthly. We will add pictures and text to communicate the guidelines with downtown merchants.
- ii. Grants for signage. The signage grant would be \$50,000 of the total \$500,000 in A&E funds. Grants can be for \$3,500 or up to 50% of total signage project, whichever is less. People can reapply until they meet that limit. This would apply to awnings, canopies, permanent signs/banners, A-frame signs or artwork and other placemaking elements. The Placemaking Committee will choose an A-frame sign to get volume pricing for a discount. Businesses that order the A-frame sign can enter into an agreement with the LDDA for 3 years. The LDDA would own the frame and the business would own the messaging component. The LDDA will pay for 50% of the sign and the merchant will display for 3 years with their own messaging. If the merchant is still here after 3 years, they will then own the sign. If they leave before 3 years or no longer want the sign, it will be returned to the LDDA. The LDDA will also offer incentives that allow merchants with current signs to trade-in old signs for a credit to the sign incentives. Should there be a cap per property or per business on this incentive program? Can the LDDA staff approve the sandwich board incentives?

Motion: Alex Sammoury moved to approved Signage Code & Downtown Design Guidelines, the Signage Incentive Program, and the authority of staff to make incentive decisions, Joe Perrotto seconded the motion. A majority motion passed (Burbidge Austin had left the meeting so his vote was not present).

- C. LDDA Board Elections . Bill Sawyers would like to be nominated for the Chair position again next year. Larry Stauss expressed that he would be Vice Chair again if nominated. Joe Perrotto nominated Larry Stauss for Vice Chair. The At-Large position was held by Sharon Smith-Eisler. Alex Sammoury nominated Sharon again for the position. The board did not give any other nominations for the positions. The board approved Bill Sawyers as Chair, Larry Stauss as Vice Chair and Sharon Smith-Eisler as At-Large.

10. **PUBLIC INVITED TO BE HEARD** (5 MINUTE MAX PER SPEAKER)

11. **ITEMS FROM THE STAFF** - None

12. **BOARD MEMBER COMMENTS**

13. **ADJOURN.** Meeting was adjourned at 6:25 p.m.

Respectfully Submitted by:

Kimberlee McKee
LDDA Executive Director

Bill Sawyers
Chairperson, LDDA