



**BOARD Minutes**  
**LDDA Board of Directors**  
**528 Main Street, Longmont, CO 80501**  
**November 19, 2014 – 4:15 PM**

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**Present:** Sharon Smith-Eisler, Thaxter Williams, Burbidge Austin, Joe Perrotto, Larry Stauss, Alex Sammoury

**Absent:** Gabe Santos, Ex-officio Member: City of Longmont, Jim Golden

**Guests:** Brien Schumacher, David Starnes

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres

**1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**

**2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none**

**3. APPROVAL OF AGENDA**

**Motion:** Sharon Smith-Eisler moved to approve the agenda, Thaxter Williams seconded the motion. The motion passed unanimously.

**4. APPROVAL OF MINUTES**

**Motion to approve the October 22, 2014 Board Minutes:** Thaxter Williams moved to approve the minutes, Burbidge Austin seconded the motion. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none**

**6. NEW BUSINESS**

a. **Holiday Update** – Kimberlee showed everyone the holiday EDDM postcard which will be delivered to 10,000 residences on Friday. Times Call will also print the spadea holiday ad on the Sunday paper. Tree lighting will be a bigger event with multicultural celebration and black light stage performance.

Small Business Saturday - accessories from American Express will be distributed to 37 participating downtown businesses to give away to patrons.

Own it discounts – at least 32 businesses are participating with coupons/specials to give away during the holidays.

Bell clues – LiveWell Longmont will sponsor the Gift Card drawings for the bell clue winners, flyers will be inserted in the bag giveaways by the City throughout Longmont. These will also be distributed during the tree lighting event. Burbidge suggested leaving copies at the Ice Pavilion.

b. **Downtown Ventures Update** – retreat was held on November 11. Sharon said it was very productive and exciting with good direction. Eric Hozempa facilitated the retreat. Based on the sustainability plan, the group is looking at 7-10 person board members with diversity. Board members can be anyone from the community. A part-time person will be hired to help with acquiring the 501C3 in 2015. The group is also looking at project and grant identification. A budget of \$60 will be established.

**7. UNFINISHED BUSINESS**

a. **Signage Update**

- i. **Committees** – the City attorney was invited to the Signage meeting and he advised that in order for the design guidelines to be enforceable, they have to be truly run like a City Board. Members will need to be a resident in Longmont for at least 1 year. Debra Heiser, who is not a resident, could be replaced by Paula Fitzgerald as a Placemaking committee designee. Kimberlee is still seeking members and alternate members. Kimberlee shared the bylaws for Downtown Design Board (DDB). The DDB meets only as needed in conjunction with the LDDA Board meeting. Officers will be selected. A quorum will consist of at least 3 members.

Larry pointed out that Section 4 should state as follows: The DDB 'shall be comprised' of the LDDA Board members provided he or she has had residency in Longmont for a year (as a qualified elector).

- ii. **Incentives** – Kimberlee proposed a two-tier funding to include 1) updating of entire signage system and 2) updating one that is already in compliance.

**Motion:** Larry Stauss moved to accept the two-tier sign incentive recommendation as presented. Burbidge Austin seconded the motion. The motion passed unanimously.

**8. FINANCE REPORT** – Kimberlee reported that the State and the County are looking at the Mill Levy in regards to whether or not it should be subject to TIF. This year, the County changed how it allocated Mill Levy and TIF after 30 years. After investigation, the change was caused by an internal switch in the software. It is too late to make the

corrections so Jim Golden will make an adjustment this year based on a report from the County. Ft. Collins will submit a report to the Dept. of Taxation showing why DDA's need the Mil Levy. The report will be shared with Kimberlee and Jim. DIP fund reports are not available until December due to changes in the software.

9. **EXECUTIVE DIRECTOR REPORT** – Zoning update was distributed. Based on voting results, Brien Schumacher had follow-up questions on a few items:

- #3 - Allow as a conditional use in CBD
- #6 - Allow as a conditional use in CBD
- #7 – Allow as conditional use anywhere in CBD
- #8 - Allow as conditional use anywhere in CBD
- #10 – Do not allow on main St., but allow as a conditional use elsewhere in CBD
- #18 – Allow on 2<sup>nd</sup> fl., on main St. & conditional use elsewhere in CBD
- #19 – Do not allow on main St., but allow as a conditional use elsewhere in CBD

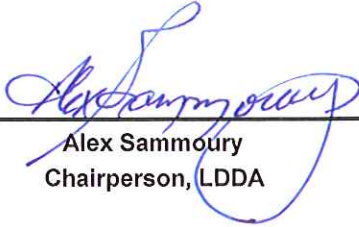
Kimberlee shared that the new owners of the Brownstone project will present at next month's meeting. Kimberlee and Nancy Rezac (Visit Longmont) were approached by the AIPP and the Longmont Museum regarding a grant opportunity through Bloomberg. The 1 million dollar project is for a temporary Public Art installation around Longmont downtown. It will be presented to the City Council on Dec 2<sup>nd</sup>. If approved, installation will begin in May 2016 and partnership with the LDDA will allow project to be a part of a future downtown festivals, post 'Festival on Main.' Possible locations would be the gateways. LAEC – looking at marketing strategy throughout the city. Kimberlee reported that she has recently been getting inquiries for commercial spaces in downtown. She asked the Board's help to get property information from property owners and get them engaged to potential leads in downtown. Alex suggested calling them for a more personal touch instead of writing a letter.

10. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)** - 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.  
First Session - end: 6:23 p.m.  
Second Session - end: 6:42 p.m.  
The LDDA Board gave Kimberlee a direction to proceed with the discussion with the developers.
12. **ITEMS FROM THE STAFF** - none
13. **BOARD MEMBER COMMENTS** - none
14. **ADJOURN:** 6:43 p.m.

Respectfully submitted by:

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Kimberlee McKee  
Executive Director, LDDA



Alex Sammoury  
Chairperson, LDDA