



BOARD Minutes

LDDA Board of Directors

528 Main Street, Longmont, CO 80501

September 24, 2014 – 4:15 PM

- Present:** Larry Stauss, Sharon Smith-Eisler, Alex Sammoury, Gabe Santos, Thaxter Williams, Burbidge Austin, Joe Perrotto, Ex-officio Member: City of Longmont, Jim Golden
- Guests:** Doug Ward, Nick Wolfrum, Chris Huffer, Troy Mandery, Faye Lamb, Steve Carver, Charlie Wright, Eric Hozempa
- 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: Gabe Santos moved to approve the agenda, Larry Stauss seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the July 23, 2014 Board Minutes – Sharon Smith-Eisler 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. PRESENTATIONS

A. City of Longmont Extension of 3/4 Cent Street Fund Sales and Use Tax – Nick Wolfrum from the City of Longmont Public Works and Natural Resources presented the summary of Ballot Issue 2A. Dollars generated from the Street Fund tax are routinely used by the City to meet local match requirements when applying for grants from outside agencies. The collaborative funding enables the City to maximize limited, local investments to complete large projects. He also shared the breakdown on sales tax usage in Longmont and other cities in CO. Originally approved by voters in 1986 for a five year increment. The current tax expires on December 31, 2016. Ballot issue 2A extension starts in January 1, 2017 through December 31, 2026. City primarily uses the funding for maintenance rehabilitation and improvements to the streets and transportation system. Ballots will be mailed out week of October 13th. Election is in November.

Joe asked how much tax revenue is over the course of 10 years. Nick did not have the information for the 10 year extension yet. Historically, the extension only went to 5 year increments.

Alex asked if part of transportation funding will be allocated in the quiet zones. It is unfunded currently. City of Longmont has been working with adjacent cities to discuss with the Federal government on how rules could change that would impact these areas.

Kimberlee asked about funding for repairs on Main Street. Nick said this year would include 9th-11th, 15th-17th. Downtown project has been identified for improvements after west side alleyscape.

B. Longmont Theater Company – Eric Hozempa from the Community Foundation introduced the project to replace the marquee with LED lighting and repair the façade and box office lighting. Total project cost would be \$18,000. The Community Foundation and the LTC will come back in the near future to present their grant application before the LDDA Board. Kimberlee added that this would be a good enhancement to downtown.

C. NEW BUSINESS

BBP – DIP grant application: Troy Mandery presented the façade grant application for the Boulder Business Products at 232 N. Main St. Total project cost is \$31,878. Total grant request is for \$7,969.50 or 25% of project cost.

Motion: Burbidge Austin moved to approve the façade application for \$7,969.50, Joe Perrotto seconded the motion. The motion passed unanimously.

7. UNFINISHED BUSINESS

A. Alleyscape Update – Chris Huffer from the City of Longmont gave an update on the East side and West side alleyscape. J2 Contractors will repair the drainage issues on the east side. West side alleyscape designs are being done by Loris and Associates Design Co. and should be completed in December. The bidding will go out in January and work to start in February or March. The 300-400 blocks and 500 W breezeway will go first. The 500 W and 600 W blocks will start in 2016. The budget will be presented before the Council for appropriation. Alterations are being considered to fit the needs and uniqueness on the west side. Kimberlee shared that the LDDA, Maintenance crew from Parks Dept. and the City Engineers walked around the west side two weeks ago and identified great solutions that will fit in nicely on the west side. Nick added that the space is quite different from the east side. Business owners they talked to during the walk were concerned about the alleyscape impacting their businesses. The contractor chosen for west side could still do the private improvements.

B. Signage enforcement Update – temporary signage or any violations are being enforced by Code Enforcement. Any violations are shared with the LDDA. The LDDA sent out design standards and guidelines to the downtown businesses in the spring. Sandwich boards have been requested by businesses and the LDDA will place its first order in the near future. Kimberlee identified 5 people for signage committee. She is still looking for 5 alternates.

Signage Committee:

Tom Moore, Thomas Moore Architects, 525 Third Ave. - Architect/Business Owner

Dustin Cornell, Avocet Communications, 425 Main St. – Design/Marketing firm

Blake Hendricks, Old Town Outfitters, 501 Main St. – Property/Business Owner

Debra Heiser, Designer, Kimbark St. - Placemaking Committee

Brien Schumacher, Planner, 385 Kimbark St. – City Staff

Motion: Larry Stauss moved to appoint the 5 people slated for signage committee, Gabe Santos seconded the motion. The motion passed unanimously.

C. Festival on Main – future

The 14th year was successful despite the cloudy night and ominous rain. The event was extended 1 hour. Next year is the 15th year of Festival and Kimberlee proposed it to be a “Quinceanera” event. The 16th year will be approached differently and consider the limited Main Street closure time frame, involve other downtown areas and possibly hold a weekend long event. Kimberlee wants to continue working with the Visit Longmont, Creative District, and partner with other organizations. This could involve competitions to celebrate creativity in Longmont and beyond as discussed at the Block Captains meeting. The Board gave Kimberlee direction to move forward with the plan. Options include a weekend long event and utilizing avenues, alleys, Kimbark and Coffman streets.

8. FINANCE REPORT – August financials were distributed. The bulk of Arts & Entertainment funding was spent on summer events. Kimberlee presented the 2015 budget and ask a 1-time funding of \$20,000 to the City council on Tuesday to fund a contract employee who would work on the sustainability plan passed in July. The Creative District award of \$10,000 will also go toward the sustainability funding. Jim added that the 2015 budget is being put together with changes to the revenue estimate based on recent business closures. Kimberlee added that RPA revenue will be included in 2016. Some of the businesses leaving affect the personal property tax.

9. EXECUTIVE DIRECTOR REPORT

A. Business Owner Meeting Discussion - safety issues

Meeting was held at the Safety and Justice Building. Safety issues on 200 block were a big concern. Food distribution by HOPE at the Safety and Justice parking lot has increased the presence of transients. Kimberlee asked the Board for direction regarding camping, non-smoking and pan-handling ordinance proposal to the City Council. Gabe suggested that the Board come up with a proposal which he can take to City Council. Gabe added that transient is the biggest

problem. Organizations helping the needy are in close proximity to each other which increases presence downtown.

Burbidge asked about bicycle traffic - cyclists are still not observing the dismount zone. Alex suggested that Board members send an email to Kimberlee regarding safety issues and if they would like to volunteers to assist in handling these.

B. Creative District Update – The Creative District status came with \$10,000 and 2 CDOT signs. Signage locations will need to be identified.

C. Holidays/upcoming events – Kimberlee shared the list of events. The LDDA and the Longmont Museum are partnering on the altar displays and the Oskar Blues will provide their bus for an altar tour between downtown and the museum on October 10th (Second Friday event). Downtown will have 22 altars from participating businesses.

Holiday Second Friday will be focused on progressive appetizer or drink pairing.

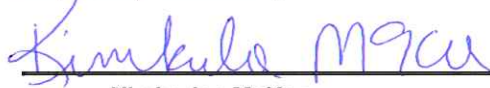
The holiday tree lighting would have story time theme with participation from the audience.

The Bell theme will continue this year. Businesses can paint at Crackpots and hang the bell(s) on their store front. The event will boost Facebook account by asking people to take their pictures with the bells they find in downtown and post it. Gift card drawing will be offered to FB participants.

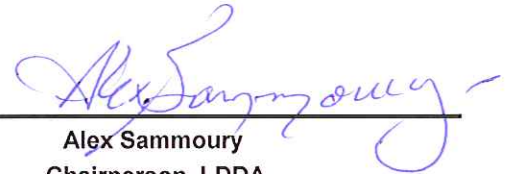
Gift Card promotion – Kimberlee is planning to do corporate packages for an additional \$5 fee. This will give the patrons coupons and offerings from downtown businesses. The LDDA will partner with the LAEC to reach out to corporations.

10. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none**
11. **ITEMS FROM THE STAFF** – Kimberlee shared that today is the last day of Farmers' Market. We hope that BCFM comes back next year.
12. **BOARD MEMBER COMMENTS** – Gabe Santos shared that Paul Tiger of Luddite Electronics complained about ArtWalk being on a Saturday and held in downtown area.
13. **ADJOURN – 5:47 pm**

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sannoury
Chairperson, LDDA