

LDDA Board Communication

Meeting Date: September 24, 2014

Agenda Item: Longmont Theater Company Presentation

Executive Summary: Downtown Longmont Community Ventures identified relighting of the Longmont Theater Company marquee as a key project for the Downtown Longmont Creative District. The Longmont Community Foundation took a lead role in facilitating the project and working with the Board of the theater to get needed information. In October, the group would like to make a formal grant ask to the LDDA Board. This presentation will update board members on the progress made to date.

Agenda Item: City of Longmont Extension of ¾ cent Street Fund Sales and Use Tax

Executive Summary: A five-minute update will be given by City of Longmont Staff. Website information can be found at <http://longmontcolorado.gov/departments/departments-n-z/transportation/street-fund-tax>

Agenda Item: BBP – DIP Grant

Executive Summary: Boulder Business Products purchased the building at 232 Main St. and are in the process of renovating the building. They are applying for a Facade Renovation Grant which includes a new storefront and updating windows on the rear of the building.

Agenda Item: Signage Enforcement Update

Executive Summary: City of Longmont Code Enforcement has been actively enforcing the new signage design standards – focusing on temporary signage. They have completed enforcement letters on the 1st – 4th blocks of Main Street. The LDDA has sent out several letters, e-mails and other information to business and property owners. We have also given information to the Code Enforcement Officers about our incentives for replacement signage. This week, we are ordering a round of sandwich board signs for interested businesses.

Agenda Item: Business Owners Meeting Issues

Executive Summary: On Thursday, September 18, the LDDA business owner meeting was held at the safety and justice building. Safety and transient concerns continue to be of the utmost importance to our stakeholders. Discussions surrounding:

- Transient issues have become more apparent.
- Some business owners have experienced transients in stairwells, parking lots, steps and in front or back of businesses. Food, beverage, bedding and other personal materials have been left on these areas as well.
- Food distribution by HOPE for Longmont at the Safety and Justice Center parking lot has increased transient presence especially in the 2nd and 3rd Avenue businesses. Is there a way to relocate transients and food distribution?
- Chronic mentally ill have become an issue as well

Businesses discussed how they can work together as well to combat the problem such as:

- Collective front by businesses to have the right to tell people they are trespassing
- Businesses have the right to dispose of anything left by transients in their properties

Kimberlee committed to bring issues and discuss with the Board such as:

- Collectively propose a camping ordinance to the City Council. Camping ordinance now only applies to parks and public properties.
- Getting resource guides to business owners (OUR Center provides guides)
- Looking at panhandling ordinances and how they are handled
- Looking at smoking ordinances for outdoors

Agenda Item: Festival on Main

Executive Summary: 2015 marks the 15th year of Festival on Main. It has been a great event, but one that is very time and planning intensive for an event of such short duration. As we look at celebrating our community, a [Quinceañera](#) party seems to be a great way to celebrate Festival on Main and bring it to a close. We have often discussed engaging in a weekend long celebration, which would not be possible on Main Street. By making this decision now, we can plan one final Festival On Main event for August 2015, as well as begin planning a new event – hopefully one that can last throughout the weekend – for 2016. We have begun discussions and would like to continue to work with Visit Longmont, Creative District partners and others on this new event concept. Discussions from our Block Captains resulted in an idea to celebrate Creativity in Longmont and beyond. This could be done with a number of feats or challenges.

Ideas include:

- Original Song competition
- Dance competition
- Poetry competition
- Car detailing / paint job competition
- Technology competitions (think Tinkermill)
- Most creative hair contest

This weekend long celebration would have stationary music stages, beer gardens, food court, etc. – as well as a variety of venues throughout the entire LDDA. This would allow us to concentrate our strengths throughout the entire district. We would look for grant funding and other sponsorships/partners.