

**Longmont Downtown Development Authority**  
**Wednesday, January 24, 2024 Board Meeting Agenda**  
**4:15 pm – 320 Main St. (LDDA Office)**

**Present:** John Creighton, Ex-officio Member: City of Longmont, Jim Golden, Wes Parker, Kirsten Pellicer, Joe Perrotto, Jim Wardell, Shiquita Yarbrough

**Absent:** Chris McGilvray, Emelie Torres

**Guests:**

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING
2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none
3. APPROVAL OF AGENDA

**Motion:** Jim Wardell moved to approve the agenda, Wes Parker seconded the motion. The motion passed unanimously.

4. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none
5. CONSENT AGENDA
  - a. Approval of December 20, 2023 Board Minutes

**Motion:** Wes Parker moved to approve the Consent Agenda, Jim Wardell seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

- a. Master Plan Strategic Action Plan Update & LDDA Work Plan Work Session – Discussion to help with the February retreat planning. Kimberlee reviewed the 2024 Work Plan items that are directly related to the Master Plan goals: Economic Vitality, Placemaking/Urban Design, Creative District, Connectivity/Access, Land Use, and Leadership/Management. Jim W. asked if 4-way stops can be added at Kimbark crosswalk, especially 6<sup>th</sup> & Kimbark. John asked if a flashing crosswalk could be used instead? We will find out.

Shiquita arrived at 4:23pm

Kirsten said the Retail meeting was very productive in getting businesses to brainstorm ideas to work together on their own events.

Board Comments/What else would you like to cover? Communications to businesses and general public is extremely important over the next two years due to the multiple construction projects. LDDA will be working with City Communications team during this time. Jim said it's important to outline the vehicles of communication being used. John suggested a "morning announcement" type of thing you can watch/tune in to. For CIP how do we get improvement items in the City's CIP budget, even

unfunded, such as construction of the 200/600 block alleys. Joe asked about banners businesses can purchase/sponsor for exposure? Will look into it. Jim mentioned keeping in mind mobility and access in Downtown during the Building Better Cities given the aging demographics of Downtown. Wes mentioned getting more info for Steam, greenway trail and other City projects near Downtown and be sure to connect them to Downtown. John mentioned incentives to maintain properties, especially vacant properties; assist businesses in GoFundMe Campaigns when their project gets “stuck” (example: Winchell’s); a better understanding of how Downtown will feel after the Hotel and Coffman St. are finished; and parking on the Slope. Seems SMS vacancies may be related to no one knowing where to park. Can dig into these ideas more at the Board Retreat. Will discuss Boards top 3 items from the Work Plan.

Kimberlee walked through the online voting pole (Mentimeter) for board feedback. Some questions are what we’ll be asking participants in the upcoming Block Meetings. Any other questions we should ask? How would you LIKE to describe Downtown in the next 5 years. Kimberlee will add it.

b. LDDA Retreat Discussion - see above.

7. OLD BUSINESS - none
8. LONGMONT CREATIVE DISTRICT UPDATE - the Chair of the District will be stepping down in two months. What types of folks are they looking for? Someone familiar with arts and entertainment and local to Longmont. They will be looking for an intern also. The Creative Retreat is this Friday., 1/26 and it’s sold out with 65 people.
9. FINANCE REPORT - will have at a future meeting as Jim is finishing up 2023 year end.
10. EXECUTIVE DIRECTOR’S REPORT - Started discussions to hire Via to drive the parking shuttle electric vehicle. The 600 Main purchase is going to Council in February and we’re getting ready to issue the \$15,000 earnest money check. There is some activity on the Slope project and hope to have more info for the Board later. The parking lot closure for the hotel may be postponed from the Feb. 6 announcement date. The 600 Main closing date would be around end of February.
11. ITEMS FROM STAFF - WWMS are outpacing sales from last year. Have 419 tickets sold right now. Please share the event through your social media/word of mouth.
12. BOARD MEMBER COMMENTS - Are you updating those vacant spaces window displays now that the holidays are over? Tinkermill updated their display at 380 Main to hearts for Valentine’s Day and then shamrocks for March. The 516 Main space will be doing something soon and can replace some of those banners. Shiquita handed out flyers on Main St. about Mardi Gras event at the Avalon. She met some of the businesses in the Old Town Marketplace she hadn’t met before. Would like to talk more about this space and how to help improve it. March 30 will be the Life Skills at the Fairgrounds for 11 to 17 year old kids.
13. ADJOURN

**Motion:** Wes Parker motioned to adjourn at 5:32 pm, Jim Wardell seconded the motion. The motion passed unanimously.