

Minutes
Board Meeting
528 Main Street, Longmont, CO 80501
January 25, 2012 – 4:15 PM

Present: Sharon Smith-Eisler, Alex Sammoury, Burbidge Austin, Robert (Bob) Goff, Ex-Officio Member: City of Longmont, Jim Golden

Absent: Bill Sawyers, Larry Stauss, Joe Perrotto

Guests: City of Longmont; Chris Huffer, David Starnes, Times Call; Tony Kindelspire

Staff: Executive Director; Kimberlee McKee, Jeff Simcock; 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: Bob Goff moved to approve the agenda with the aforementioned additions of 2012 board meeting schedule, and notification site, Alex Sammoury seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion: to approve the December 14, 2011 Board Minutes – Bob Goff moved to approve the minutes. Alex Sammoury seconded the motion. The motion passed unanimously.

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

6. EXECUTIVE DIRECTOR REPORT

A. Web site – Kimberlee reported that the new website work is progressing and the launch date of February 10th is still on schedule. Business snapshots have continued to come in. The property snapshot is also coming in at a slower pace but will continue to work on getting those in.

B. 2nd Friday – February 10th is the first enhanced event. Also, the first of pop-up retail (empty storefront campaign) discussed at the retreat will also take place this day. A fashion show to correspond with New York fashion week will be held at the former Cayenne Kitchen (372 Main St) from several downtown clothing, shoes and accessory stores. 'Fashion in Action' will also take place in the afternoon of Feb 10th on 5th Ave (between Coffman and Main). Weather-permitting, Longmont Bike and Sol Skateboard will do some demonstrations. Other retailers like Apparel Valley and Old Town Outfitters will also partake with fun active things to do.

Jeff added that advertising for this event is being released across the region through newspaper calendar, Facebook, merchants handing out flyers, and the Post Office direct mail will be delivering the postcards featuring this and 2nd Fridays to targeted neighborhoods. This is a good tool for LDDA to see which areas in Longmont would receive the advertising well based on event attendance.

7. UNFINISHED BUSINESS

A. Alley Project Update – Chris Huffer informed everyone that a contract has been signed with a contractor (J2 contractor from Greely) who has done downtown area projects before. The contractor is planning to start work on the 300 and 400 block intersection, and the rest of 400 block. They plan to complete the job prior to the summer events. They have asked to close the alley, parking lot and breezeway for a period of 8 weeks starting March 5th. The 400 block and the intersection will be completed around the 28th-29th of April and would be ready for the Coloradans, etc. Chris and Kimberlee will meet next week regarding logistics and try to finalize schedule and work plans. The city is also working on a press release through the city manager's office. All communication about alleyscape will be routed through the LDDA website.

Kimberlee added that Del Rae will be leading the communications about the project in addition to the contractor's communication to merchants. They have met with the contractor and the city and will make sure to be updated with information. Del Rae will also sit in the weekly meetings with the contractor.

The east arches are scheduled for removal and storage the week of February 13th.

a) Incentives* – Kimberlee addressed options for incentives. One was to layer it with other incentives as applicable with the exception of the DIP and the mini DIP grant as the two cover the same type of things. The other thing was a discussion of overall funding with a cap of 25%. Lastly, a waiting period before a property can re-apply for LDDA funds the second time around. The consensus on previous meeting was that there shouldn't be. Other areas to consider are the parameters, limits, and the total fund allocation between the east and west side, splitting it to \$100,000 each.

Kimberlee cited that we can approve the incentives at the next month's meeting.

B. Arts & Entertainment District Update

a) Year of Art – Kimberlee first thanked the board members' attendance at the proclamation on Tuesday, February 13th. She also shared that there were at least 50 people in attendance. She credited Debbie Adams for doing a wonderful job on the proclamation attendance.

b) District Designation – Kimberlee informed the board that she spoke with a woman from the state office. The 'year of art' strengthens the application and Kimberlee has gotten a lot of letters of support from partners. She also thanked the city council for passing the resolution last night which signifies a joint effort between the district and the city on getting the designation. She will be submitting the application on Monday, Jan 30th.

c) 501 C 3 Designation – Kimberlee and Joe Perrotto have been working on the arts and entertainment district. Kimberlee met with Anton Dwork as legal counsel regarding next steps to creation such as establishing by-laws, articles of incorporation and legal filing needed. Board structure was also discussed and the best way is for the LDDA board to appoint a board of directors for the A&E district comprising of 5 directors, 2 would be LDDA board members. Term would be 1 year and any changes to by-laws would be approved by the LDDA board members. A 2-year term was suggested. Term could change as work progresses. This organization would have a larger advisory committee to include designees from several arts organization, creative retailers, gallery owners and individual artists. Any financial management will be made by the A&E directors and LDDA board members.

Cost associated: approximately \$1000 for application fees and \$1000-\$2,500 for legal fees for set-up.

8. **NEW BUSINESS**

A. Approval of 2012 Board Meeting Dates

Motion: Alex Sammoury moved to approve the 2012 board meeting dates, Bob Goff seconded the motion. The motion passed unanimously.

B. 2012 Agenda Notification Site

Motion: Alex Sammoury moved to approve the 2012 agenda notification site at 528 Main St on the north corner of the LDDA Executive Director's office, Bob seconded the motion. The motion passed unanimously.

C. Retail Audit / Recruiter – David Starnes, chair of the retail committee for the A&E district, reported that with the help of some interns, they just finished up the business inventory within the LDDA boundaries which shows how downtown looks in terms of land use and business. He also shared a pie chart showing 6 different categories. Overall, the government and industrial buildings comprise most of land use. He also provided LDDA a spreadsheet of downtown businesses, properties, and vacant spaces which can be updated as needed in conjunction with the business snapshots LDDA has. This data is very helpful in identifying clusters of businesses and providing the community good information of available things they could do downtown.

Kimberlee informed everyone the challenges she is facing on the retail audit/recruiter based on budget and services being done. She has met with several consultants and will re-visit some of them who meet the budget and the needs of LDDA. Kimberlee wants to make sure a lot of legwork is done, one of which is the business inventory, so that there is sufficient documents to show when consultation on strategy implementation takes place.

D. Roosevelt Park Apartments – Kimberlee informed the board that the owners have begun their initial development review process for the Roosevelt apartments. The LDDA has also hired an attorney to work on the development agreement for a partnership and looking at parking structure, façade improvements, and art space as well.

E. Downtown Streetscape – The streetscape is about 12 years old and needing good maintenance. Kimberlee, Del Rae and the Parks department are working on a maintenance plan. Kimberlee will report back to the board different options for maintenance of streetscape. One of the things in mind is re-painting everything black which would preserve the look for a long time.

Del Rae also added that she met with the Parks Dept to discuss flower pot planting, re-location of some pots, and updating of irrigation work for efficiency. Some of the benches and trash receptacles will also be re-arranged. In addition, the 'clean-up, green-up' will involve deep cleaning of downtown. Volunteers are being sought. The goal is to have at least 75 volunteers for this project in April.

F. Downtown Parking – Kimberlee reported that based on merchants meetings recently, downtown parking has been a common subject. Merchants cited the inconsistency of time limits in different lots. They would like to see a 3-hour window across the board to allow people enough time to do various things like get to their appointments, eat, shop, etc. Day passes were discussed as an option for merchants to offer to their customers. They could pre-pay and have them right at their shop instead of having to come to the LDDA office. Kimberlee will continue to examine options for day passes. Input from everyone regarding an increase of a 3-hour window was not favorable as it would be difficult to keep changing this.

Kimberlee also informed everyone that she and Del Rae are looking at temporary parking while allesscape work is going on. Options being considered are: Butterball west side parking, 200 block parking lot or RTD service allowing riders for a short commute up the hill. She also solicited suggestions. Several options mentioned were

parking at the World Savings Bank on 4th and Coffman, Times Call parking lot, Elk's Lodge's. Kimberlee said she would continue to investigate.

9. **PUBLIC INVITED TO BE HEARD** (5 MINUTE MAX PER SPEAKER) - None
10. **ITEMS FROM THE STAFF** - None
11. **BOARD MEMBER COMMENTS** – Bob requested a bike rack in front of his restaurant. Kimberlee will look into this. Burbidge suggested displaying some pictures of the alleyscape work at the fashion show event on Feb. 10th. Kimberlee thought this should be looked at as it would also be needed for the website.
12. **ADJOURN** – 5:17 p.m.

Respectfully Submitted by:

Kimberlee McKee
LDDA Executive Director

Bill Sawyers
Chairperson, LDDA