

Longmont Downtown Development Authority
Wednesday, January 25, 2023 Draft Meeting Minutes
4:15 pm -320 Main St. (LDDA Office)

Present: John Creighton, Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Wes Parker, Kirsten Pellicer (via Zoom), Jim Wardell

Absent: Shiquita Yarbrough

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; 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: Jim Wardell moved to approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the December 21, 2022 Board Minutes: John Creighton moved to approve the minutes, Wes Parker seconded the motion. The motion passed unanimously.

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

6. NEW BUSINESS

- a. Connectivity Meeting Review

Joe cited a CDOT meeting is important to get information directly from them.

Wes thought the meeting with the City Council overall was good but DDA needs to keep it moving and continue contact with City Council. There are several reasons and issues not to do it. Things will happen such as congestion etc. Start with small measurable things like 4 way stops.

Jim W added that from transportation perspective, there is more work for them but this should not stop it from happening. Communicating implementation plan about changes is important to get feedback from community. Timelines are also important.

Chris echoed Wes' feedback with short term actionable items.

John echoed Joe, we need to make recommendations public and build support on what to do beyond recommendations. Need to find out from CDOT what is realistic, rules vs. guidelines from their perspective. Kirsten added we need to get solutions from involved parties, not excuses.

Kimberlee will follow-up on midblock crossings, identify 4way stops at retreat. Neighboring DDAs have the same CDOT representative and inviting them to a meeting with CDOT would help.

Kimberlee will keep Council updated with progress and follow through short term tactics, meet with CDOT, continue midblock crossings, track metrics, timing of lights and recommendations and placement of 4 way stops.

Kimberlee will also look into transportation demand and traffic/parking strategies during hotel construction as part of parking study going on.

Kirsten added to look at how communication was done during construction at The Spoke.

Joe added to include wayfinding in the process.

John cited tactical things to do with Council is to build support from champions, neighborhoods, businesses, and community.

- b. Board Retreat Review

As outlined on board communication, the day will start with regular board meeting at the LDDA office and head on to Ft. Collins for a tour and Q&A and come back to Longmont after lunch to finish retreat.

Should anyone be invited to the tour? Assistant City Manager or City Manager.

Things in mind to discuss with Ft. Collins staff:

- Management on projects
- Incentives
- Smart growth

- Old town neighborhood -promoting pedestrian friendly
- Parking – paid/garage, free

Kimberlee will also reach out to Loveland DDA Director on how parking was managed during hotel construction in downtown.

c. Work Plan Overview

- Economic Vitality and Creative District - Support to businesses during low season, larger strategic marketing featuring downtown neighborhood campaign with videos inside businesses and owners.
- Placemaking – kiosk upgrade
- Creative District – find and support creatives, focus on cultural celebrations
- i. Incentive Planning - Look at retail conversion and office space gaps, define gaps that align with Master Plan and what's missing.
John asked about support for landlords to turn around spaces that are closing.
Kirsten shared that during 2 past retail meetings we continue to ask businesses what we can do to help.
Educating landlords and agents would be great.
- ii. Leadership - TIF education for elected officials
 1. Education & PR - Wed, March 8 at LTC – community outreach is important

7. OLD BUSINESS - none

8. LONGMONT CREATIVE DISTRICT UPDATE – Joe shared they are making progress at creating destination in downtown, finding funding opportunities this year, and marketing it.

9. FINANCE REPORT – strong TIF for 2024

10. EXECUTIVE DIRECTOR'S REPORT

a. Development Update

- Parking study preliminary results in February
- Pre-app hotel meeting – configuration of space and parking, recent decrease in parking spaces
Joe asked if there were concerns about cost increase. None mentioned.
- National Development Council will hold its annual meeting in Longmont and will brainstorm ideas for building and funding the development opportunity at the southeast corner of 2nd and Main/Safety & Justice Lot Parking Structure
- Kimberlee received 5 proposals for RFEI
- Land appraisal for the hotel project was received
- 380 Main is for sale
- 350 and 356 properties - owner will present her grant applications at an upcoming board meeting

b. TIF update

Moving forward and bill sponsors are lined-up, Kimberlee discussed DDA extension with the mayor, we will need support from board members at the state in the future.

c. Committee update

- 600 block meeting was well attended, new faces attended
- Retail meeting – frontline employee promotions and education, scavenger hunt for employees to learn more about downtown businesses to help them direct customers and answer inquiries
- Block Captain Meeting – continues every 2nd Wednesday of the month
- Residential Advisory group – meets quarterly
- Staff meeting with Boulder downtown staff on January 23, 2023
Kirsten suggested communicating fraudulent payments with apple pay and cash to businesses owners

11. ITEMS FROM STAFF - none

12. BOARD MEMBER COMMENTS

- Jim W GTO is relocating outside of downtown, snow removal by residents and businesses article on TC was timely.
- Joe is happy with initiatives in downtown and the Creative District is good.
- Chris shared his store is going through interior redesign.

13. ADJOURN

Motion to adjourn the meeting: John Creighton moved to adjourn the meeting at 5:42 pm., Joe Perrotto seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA