

Longmont Downtown Development Authority

Wednesday, January 26, 2022 Board Meeting

4:15 pm Virtual Meeting via Zoom

<https://us02web.zoom.us/j/89637409973?pwd=RElhMWRKZlF6WFhK0JXWxpDRFB5UT09>

Present: John Creighton; Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto; Jim Wardell; Shiquita Yarbrough

Absent: Ex-officio Member: City of Longmont, Jim Golden

Guests: David Starnes (CIVISTRUCT)

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
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 15, 2021 Board Minutes: Kirsten Pellicer 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) Please join via link above before 4:15 pm.

6. NEW BUSINESS

- a. Annexation into the LDDA

Five businesses applied for annexation, four were located north of the Roosevelt Park Apartments and 1 on 33 Pratt St. Kimberlee showed the locations on a map. Signed petitions have been received. Kirsten asked if continuity would be a problem. No, statute doesn't state that annexation has to be contiguous.

Motion: Jim Wardell moved to approve the recommendation for annexation, Joe Perrotto seconded the motion.

Kimberlee asked if everyone has read the resolution.

Motion: Joe Perrotto moved to approve the resolution #31-25-822 Inclusion of Additional Property, Wes Parker seconded the motion. The motion passed unanimously.

- b. Intergovernmental Agreements

- i. GID & LDDA

Motion: Kirsten Pellicer moved to accept the IGA with the GID & LDDA for 2022, Joe Perrotto seconded the motion

- ii. City & LDDA – Kimberlee pointed out changes to the IGA, mostly on events.

Motion: Kirsten Pellicer moved to approve the City & LDDA IGA, Jim Wardell seconded the motion. The motion passed unanimously.

- c. DDA Retreat topics

Chris stated the Executive Committee met and discussed topics listed on the board packet.

Jim W asked if business meetings recordings can be shared with business owners who couldn't attend. Yes, a recording will be shared.

Chris also asked if everyone was fine with the Board Retreat meeting in-person. Everyone was okay.

Kimberlee asked if a facilitator would be needed. KP thinks the group will be fine without one.

Chris added there will be a Sugar Mill discussion and Q&A by Erin Fosdick hosted by the Longmont Chamber on Feb. 4 if anyone was interested in attending pre-board retreat.

- d. Work Plan

A draft was presented to the Board as laid out in the packet. Kimberlee talked about the items listed under Economic Vitality, Placemaking and Urban Design, Creative District, Connectivity, Land Use, and Leadership. She also stated that TIF would end on 2032 and changes would have to come from the state level. DDA Directors in CO have been meeting and will continue discussions with other stakeholders at the Downtown Colorado Inc. conference in April

Joe asked if there a lobbyist for this because it is very critical. Kimberlee hopes there will be once again. In the past, a lobbyist was successful to in relieving restrictions on DDAs. John suggested inviting a representative or Senator to one of the board meetings.

Kirsten added that messaging is important as people see value when they become part of the downtown district.

Motion to proceed on work plan with the inclusion of the advocacy work around TIF under Leadership:

Joe Perrotto moved to approve the motion, Jim Wardell seconded the motion. The motion passed unanimously.

7. OLD BUSINESS - none

8. LONGMONT CREATIVE DISTRICT UPDATE

a. Events Update

Colin shared events that are coming back this year: WWMS, Clean & Green, 3 ArtWalk event partnerships, Day of the Dead, Trick or Treat Street, 2nd Saturdays partnerships with local organizations and artists, Tree Lighting ceremony redesign (date, location and size) proposal, moving it outside the library on Kimbark St.

Kirsten stated that Black Friday is not as popular anymore. She and Chris thought Tree Lighting on a Sunday might be difficult due to school and work on Monday.

Joe asked if there were cons for Saturday. Small Business Saturday, but will run it by the retail business meeting on Feb. 4. Jim W and Wes both like it on a Saturday. John thought families with visitors that weekend might come and enjoy it.

New events – Sample the Slope, Taco Trail, Wine Walk

Shiquita asked if the Taco Trail was just for taco restaurants. Any restaurant in downtown that offer taco on their menu is invited to join.

Amy gave an update on the Longmont Creates Board Meeting. The Board came up with the statement which follows the mission statement. Pillars were formed to guide the organization and 501C3 document will be submitted tomorrow and bank account opened at High Plains Bank.

9. FINANCE REPORT - none

10. EXECUTIVE DIRECTOR'S REPORT

a. Coffman St. Corridor Project Update

Kimberlee and Del Rae met with City staff and discussed parking, bus stop, bus lanes etc. Changes are being made on the intersection on 4th Ave/Coffman St. for a more bike-friendly design including a protective bike lane. 4th Ave. is a through bike place from east to west connection. Sidewalk on 4th Ave, on the south side is in disrepair and trees are gone. Kimberlee asked the City if it can be redone. There is no funding at this time, and on track for 2024.

Identified project gaps have funding and parking issues. City is looking into more funding sources. They are also looking to place a contact for technical assistance to help with negotiations such a new market tax credits, complex financing options etc. Kimberlee and City Manager also met and talked about the possibility of City and LDDA joint partnership on funding these projects moving forward. Some areas mentioned were the boutique hotel, 6thAve./Main St. lot, 2nd Ave & Kimbark St. Lot, 380 Main building. Kimberlee asked the Board for interest in funding the RFP for technical assistance up to \$50,000. Contingency fund and Catalyst project will fund this.

Motion: Kirsten Pellicer moved to support the proposal for technical assistance up to \$50,000, Joe Perrotto seconded the motion. The motion passed unanimously.

Kimberlee asked if the March Board meeting could be moved to March 30th so she could go with her son to play baseball in San Diego. Everyone agreed.

Start 5:12 pm.

11. EXECUTIVE SESSION for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402(4)(e). (Possible Hotel Development)
End 5:56 pm.

12. ITEMS FROM STAFF - none

13. BOARD MEMBER COMMENTS - none

14. ADJOURN

Motion to adjourn meeting: Joe Perrotto moved to adjourn the meeting at 5:57 pm., Wes Parker seconded the motion. The motion passed unanimously

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA