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Directors
t, Longmont, CO 80501

DOWNTOWN
Longmont District

October 23, 2013 – 4:15 PM

Present: Larry Stauss, Sharon Smith-Eisler, Burbidge Austin, Ex-Officio Member; City of Longmont, Jim Golden, Bob Goff, Joe Perrotto

Absent: Bill Sawyers, Alex Sammoury

Guests: City of Longmont; Shawn Lewis, Erin Fosdick, Brien Schumacher, Mark Lusher, Candace Newcomb, Dan Ditslear, Jean Ditslear, Times Call: Tony Kindelspire

Staff: Executive Director; Kimberlee McKee, Marcelo Fernandez, 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: Burbidge Austin moved to approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the September 25, 2013 Board Minutes: Burbidge Austin moved to approve the Board Minutes, Sharon Smith-Eisler seconded the motion. The motion passed unanimously. Larry Stauss abstained due to absence at the September 25th meeting.

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

6. FINANCE REPORT . 2014 budget and GID budget was approved at the City Council meeting. First reading of parking rate increase for 2014 took place at the City Council meeting including permitting the 200 Main Lot and the Roosevelt Park Apartments parking lot. Second reading will take place on Nov. 12th. Financial summary was reviewed and everything looked good.

7. EXECUTIVE DIRECTOR REPORT

A. USA Pro Challenge Bike Race . The committee is very interested to re-bid for 2014. The interest lies on the Time Trial race. The race will start and finish at one town. It will be a 6-8 hour race with a lot of media coverage. The plan is to start and finish on Main Street. The committee is also looking at the Stage Finish race which runs between 3-4 hours. Festival on Main in 2014 would be tied to either event. This would also mean street closure for the duration of the race. Kimberlee asked the board if the LDDA should partake in the bid process again. Jim stated that it would be a good opportunity to bid and that Bicycle Longmont is showing more interest for next year. The Board directed Kimberlee to go ahead and move forward with the bid process.

Dismount Zone Graphics . Kimberlee shared that that decals are in place as of today.

Light Pole painting . has been started. Trash cans and benches will follow, weather permitting.

Drink or Treat Event . will take place on October 25th from 6-10 p.m. There are 17 businesses participating in this event. Wes Parker from State Farm Insurance is sponsoring the designated driver tickets and cab rides for the event.

Bells as theme for the Holidays . as a unifying theme for the holidays in downtown Longmont, several businesses participated in painting bells at Crackpots. There are 42 bells painted.

Tree Lighting . the LDDA has started planning the event. It will take place on November 29th. The Longmont Housing Authority will co-sponsor the event again this year.

Artist luncheon . will take place on October 24th at the 2nd floor of Guaranty Bank. There will be a discussion about their engagement in the A&E district. There are several art studios in the district now. Committee structure including Arts Administration job descriptions was shared by Kimberlee. The A&E binder was reduced into a 2 page work plan for 2014, making the process being more manageable.

8. UNFINISHED BUSINESS

A. Downtown Ventures Update . The Downtown Ventures Board and Kimberlee met for the first meeting beginning of October and by-laws were adopted. Kimberlee had a telephone conference with the CO Springs Executive Director to find out about how they run their 501 C3. She plans to meet with Ft. Collins and Denver about their operation, roles within their 501c3 organizations.

B. Downtown Signage Guidelines . updated proof of guidelines was sent out to the LDDA Board on Monday. Code Enforcement will be pro-active with enforcing signage. The existing sign code states that the LDDA is able to

Design committee has requested that the City wait on enforcing signs until design guidelines were also informed at their meeting. There have been two open meetings with the goal is to tie guidelines with incentives for businesses to become available in the amount of \$500,000 designated for the A&E plan from the \$1.1million budget allocated. The guidelines will remain legal if they were legally put-up prior to the finalized guidelines. Any changes/updates would apply to new businesses or current businesses that would opt for sign change. Signage committee didn't review city code as to changes. They discussed guidelines on top of the current code. There are two design guideline criteria . 1) Downtown design review, and 2) Downtown design tips. Design review criteria will be required and tips are good practices that businesses may choose to follow. City Council will designate the LDDA Board as the Downtown Design Board and a Design Advisory committee will be designated by the LDDA Board to review the sign applications. Should a business application be turned down, they are able to appeal before the LDDA Board. Historic landmark buildings would require a different process. Kimberlee shared a PowerPoint presentation of general sign standards as outlined in the draft packet.

Shawn Lewis stated that he was responsible for directing the code enforcement to review and enforce guidelines. He met with Kimberlee who led the committee through a thorough process on generating signage design guidelines. Shawn commended Kimberlee for her work. Larry commented that the guidelines will either encourage or discourage businesses to be downtown. He pointed out that the main theme points to classiness. Kimberlee talked about trees blocking a lot of signage and hearing the same comments from the public. She will discuss cost with the City for a thorough tree trimming and maintenance. There was a discussion around signage that was not allowed. The big concern was about property owners permitting business owners to attach new signs to the building. Kimberlee also talked about unique signage for new businesses with the infrastructure already in place. Main Street signs would be pedestrian friendly and will encourage people to park and walk around downtown.

Bob Goff brought up a point that Main Street is a highway and signage guidelines are geared more towards the pedestrian. Vehicles will not see these signs and goes against the city's philosophy about Main Street being a highway. There has to be a way for the sign to be visible from cars also. Shawn would commit to discussing options about trees so as not to block signage. Outlines of incentives will be presented in the November meeting.

Kimberlee asked the board for a motion to send the design guidelines documents in similar form before the City Council.

Motion: Bob Goff moved to approve the motion, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

9. NEW BUSINESS

A. 300 Suns Retail Conversion Grant . The owners talked to Doug Bene and Kimberlee for a grant. They presented the application to convert a warehouse space at 335 1st Ave, Unit C, into a brewery and tasting room. A Kitchen will be added in the future.

Motion: Bob Goff moved to approve the grant for a 2-1 match totaling to \$15,000 with the incentive cap lifted. Joe Perrotto seconded the motion. The motion passed unanimously.

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

11. ITEMS FROM THE STAFF- Marcelo shared that he is leasing the former Quilter's Studio space to create a communal art space for local artists. This will be used as a workshop and to display their works of art. He is seeking input from artists on what they need and want to do in the space.

12. BOARD MEMBER COMMENTS - none

13. ADJOURN – 5:40 p.m.