

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Kirsten Pellicer; Jim Wardell; Thaxter Williams
Absent: Joe Perrotto, Emelie Torres
Guests: Tony Chacon, Phil Greenwald, Jesse Turner, Sarah Turner Tim Waters
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 John Creighton said thanks for the walk to work in the mornings. It's great to see murals, cross walks, lights on poles, etc.

3. APPROVAL OF AGENDA Kirsten Pellicer moved to approve the agenda, Jim Wardell seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. Motion to approve the September 25, 2019 Board Minutes. Chris McGilvray moved to approve the minutes, Kristen Pellicer seconded the motion. The motion passed unanimously

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)

6. PRESENTATION

- a. STEAM (Science, Technology, Engineering, Arts, and Math) Project Update – Tony and Tim presented the initiative, which is a vision driven approach to planning and policy for Longmont's future. Fifty one (51) people advisory panel helped create the Vision (what is Longmont going to look and feel like in the future and what it will take collectively to achieve this). Information is included on the Engage Longmont website. Two vision statements were created and he reviewed the goals of each. STEAM is closely related to the Main St. Corridor plan in that it is also looking at visions for this important corridor. Seven buckets/topics were created including transportation, building type, business development, land use, arts & culture, natural environment, education, and other concepts. The City hired a consultant to capture the ideas the advisory panel developed. He reviewed drawings/renderings the consultant created of potential development ideas based on public input/ideas. City Council received recommendations last night, Oct. 22. Tony mentioned the project also discussed infrastructure, including technology, and what mechanisms can get that developed in a more creative manner. Chris M. applauded the Community visionary discussions and that they should continue to have them. He asked what the panel discussed about how to prioritize these ideas. Tim said they didn't get to prioritizing yet. It's still in the visionary stage and will need continued Council approval to move forward. Jesse Turner mentioned the growing concern around mental health/homeless population, and RVs and wondered what the City is doing about that. Tim mentioned the homeless/obtainable housing focus the City is working on. The City is also holding weekly meetings with organizations that provide services to the homeless population to find out more about the homeless population as a whole. The City is reviewing a proposal to create a Safe Lot which means is a place to park your RV which hook ups and sewer disposal.

Marcia left the meeting at 5:17 p.m.

- b. Coffman St. Project Update – Phil Greenwald, COL Planner, reviewed the plans for the Coffman Street Corridor Project, which will run from 1st Ave. to 9th Ave. There is currently 100 ft. of right of way and the City wants to update it to use it to its full potential. No property needs to be acquired to do this. The 100 ft. will be transitioned to include pedestrian and bike lanes as well as car and bus lanes. They also want to transition busses from Main St. to Coffman St. Denver Regional Council of Governments awarded Longmont money to design the corridor (\$750,000) which will start in 2020 and finish in 2021. On Wed.,

Dec. 17 at 8:30 a.m., the first meeting will be held to roll out these ideas at the Boulder County HUB (Coffman & 6th Ave.) The Corridor will connect the 1st and Main transportation hub to the current 8th Ave. and Coffman bus station. He said late 2023 is when they expect the project to be complete. We will be finalizing a flyer that will be mailed and/or dropped off to all business/property owners in the Corridor. Kimberlee mentioned that in the LDDA Master Plan, Coffman St. was identified as a development opportunity. John C. said it still feels like pedestrians are secondary and encouraged how to make pedestrians as important as the vehicles. The Corridor will also link bicycles from the Greenway through Downtown to 11th Ave.

7. OLD BUSINESS

- a. Pop Up Longmont – A store called Sock. is LDDA's first Pop Up retailer. They sell all kinds of socks and is owned by the Scrumptious owner, who already has a store like this in Arvada. He'll start moving in next week and should open by the end of that week. Instead of a lease, we did a three-month licensing agreement.
- b. Wayfinding Update – Kimberlee received wayfinding sign updates and reviewed one of the two designs to the board, which included gateway, destination, vehicle and pedestrian signs. The updates incorporate some of the City's new brand/logo. The second design is expected later in the week. Some feedback included 1) not being able to read the "o's" in the gateway sign, 2) they are busy and hard to read, and 3) the circles around destination signs might be tough to read. Once we have the second design, we will put both out online for final community feedback.

8. NEW BUSINESS – Kimberlee mentioned new businesses: Newcastle Comics, Violet Press, and Wildflower Mercantile. We are excited about the new retail and currently have very low vacant storefronts.

9. FINANCIAL UPDATE – 2020 budget was approved last night. Financials are looking good for this year.

10. EXECUTIVE DIRECTORS REPORT

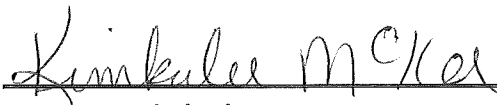
- a. LDDA Open House – Friday, November 8 from 4-6pm and includes Chamber ribbon cutting and the launch of Sock. Kimberlee asked Board to attend and invite friends to the event. Forty other Open Houses are taking place that night also.
- b. Holiday promotion update – over 60 businesses are participating and giving out the Winter Passport stickers. There will be an Elf theme Downtown. We are working with the SVVSD Career Development Center to design elves for ground graphics that will be placed on each block.

11. ITEMS FROM STAFF – Del Rae presented pedestrian count #'s. Kirsten wondered why small Business Saturday wasn't the high day in November 2018. Del Rae will check further into that day and let the board know what that count was.

12. BOARD MEMBER COMMENTS – Jim W. asked about the 9.40 smoking ordinance and that the sign in the 500 E breezeway does not site the ordinance. Del Rae will check into that sign. In addition, she said the Smoke-Free Zone signs in the breezeways were replaced with the new Public Lands signs, which also includes no smoking. If we need to re-hang the No Smoking signs in breezeways, we can, especially in busy areas like the 500 E breezeway by The Roost. We will monitor.

13. ADJOURN – 6:03 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Thaxter Williams
Chairperson, LDDA