

**Longmont Downtown Development Authority**

**Wednesday, October 27, 2021 Board Meeting MINUTES**

**4:15 p.m. 320 Main St. – LDDA Office**

**(Fully vaccinated facility. Proof of vaccine must be presented.)**

**Present:** Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto; Jim Wardell

**Absent:** John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Del Rae Heiser

**Guests:** Al Lenort (Longmont Elks); Mark Ebersole (Longmont Elks); Paul Terhaar (Front Range RE Partners); Megan Lowery (Longmont Public Media); Paul Nashak (Urban Field Pizza)

**Staff:** Executive Director, Kimberlee McKee; Colin Argys; Emelie Torres

1. Regular Meeting called to order and silent roll taking
2. Board & Ex-Officio Member Comments - none
3. Approval of the Agenda

**Motion:** Kirsten Pellicer moved to approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. Approval of the Minutes

**Motion** to approve the September 22, 2021 Board Minutes: Jim Wardell moved to approve the minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

5. **Public invited to be heard (5 minute max per speaker)** - none

To join public invited to be heard virtually, please email [ldda@longmontcolorado.gov](mailto:ldda@longmontcolorado.gov) for Zoom link.

6. Incentives

- a. Elks Lodge Façade/DIP Grant

Al Lenort presented the application for their façade grant for the ballroom section of the building. Total cost of the project is \$45,309 and grant application, \$10,000. Mark Ebersole, President of Lodge 1055, provided brief information about the club. Lodge original footprint was built in 1925. It is a national charitable organization with a private club and have given back money to Longmont throughout its history and during COVID pandemic last year.

**Motion:** Wes Parker moved to approve the façade grant application of \$10,000, Joe Perrotto seconded the motion. The motion passed unanimously.

Al and Mark Left at 4:22 pm.

- b. Urban Field Pizza and Market Façade/DIP, Retail Conversion and Signage Grants

Paul Nashak presented the application for a façade, retail conversion and sign grants. The shell space is about 2,700 sq. ft. which they will build out to accommodate a New York pizza style restaurant with two hoods, and a market/pantry to serve immediate community needs. He and Longmont partners looked for spaces in the state and decided on the South Main Station (SMS) building. The chef is a primary partner. Build out timeline would finish and open around March 1<sup>st</sup> 2022. Total project cost is \$700,000 with 2 hoods cost at \$125,115. Total retail conversion grant application is \$15,000 and façade/DIP grant, \$25,000. Chris asked about value of project in terms of job creation and sales tax revenue. Current location, Longs Peak Pub, brought sales up to \$4 million including COVID sales. During the pandemic, they restructured the company including Mountain Sun in Boulder, and Paul took the catering portion of the company which has brought a significant amount of revenue stream. He plans to hire 20-30 current employees. They anticipate sales right out the door, delivery and the local community. Partnership with the LDDA and development is great and the location could be a destination. Joe asked about employment source. They have already handpicked employees coming from 4 owners of businesses and partnerships.

**Motion:** Joe Perrotto moved to approve the \$15,000 for retail conversion grant and façade grant, \$10,000. Total grant awarded, \$25,000. Jim Wardell seconded the motion, the motion passed unanimously.

- c. Signage Incentive – funding

Allocation of \$25,000 from TIF to add to the balance of less than \$10,000 with a few grant applications in the pipeline.

**Motion:** Kirsten Pellicer moved to approve allocation of \$25,000 to sign incentive fund, Joe Perrotto seconded the motion. The motion passed unanimously.

## 7. New Business

### a. Development Update / EZ Contribution Project Application

Advance Longmont 2.0 partnership happy hour was held at the SMS roof top. There were 25 attendees from 100-200 block comprising of current and new businesses from the area. They explored a name for the neighborhood and 'The Slope' had most votes. The group also talked about potential additions/enhancements, strength, weakness, opportunity, threat, and issues to the area:

- Parking garage, activities, concerts, events with street closure, walking/biking paths, sidewalks, landscaping, lighting etc.
- Issues – Traffic speed, unsightly façade, lighting, lack of curb appeal, dead space for retail, lack of parking
- Group wants to see modern/urban look in the area

They plan to meet quarterly and start building a case for said additions for budget inclusion in the LDDA.

### b. Coffman St. Redesign –

1. Lighting – LPC will install street lights and posed questions about sidewalk lighting by LDDA. Sidewalk lighting was not included in the original plan. Kimberlee thought Cobra lights with two arms are possible and could serve 2 sides. Would the board be interested in providing lighting for the sidewalk between 1<sup>st</sup> Ave. to Longs Peak Ave.?

Joe asked why lighting was not included to begin with as it is a safety issue.

Conversation has just started and Kimberlee will meet with City staff next week to discuss more.

Joe suggested talking to LPC for possible cost savings and available rebates.

Jim Wardell suggested for the City to present proposal to the LDDA.

The alternative would be to leave it dark.

The Board directed Kimberlee to continue conversation with City staff. Board would encourage the City to add these. If the only option is to leave it dark, can bring back an options.

2. Parking elimination concern from 300 block businesses/residents - Coffman lot (300W) parking and Elks parking spaces have a challenging flow. If Elks could share the 2 rows of parking with LDDA, this would maximize the lot. Kimberlee would like to talk to them about parking arrangements/sharing.

The Board directed Kimberlee to continue conversations with Elks Lodge for a shared parking agreement or potential purchase of their parking spaces.

### c. EZ Contribution Project –

Staff would like to submit an application to become an Enterprise Contribution Project for businesses to avail of tax credit to CO taxpayers as outlined on the Board Communication.

**Motion:** Joe Perrotto moved to approve moving forward with EZ contribution project application, Kirsten Pellicer seconded the motion. The motion passed unanimously.

- d. Holiday Update – 'Keep it Local' is this year's theme. Staff is working with Branded Beet Social Media Co. for programming collateral and promotions. Events and promotions include the winter passport, business open house, vendor market, tree lighting, SBS weekend and artist Sunday.

Holiday Sponsorships – High Country Bank, High Plains Bank and Minuteman Press (in-kind)

### e. Winter Walkabout Music Showcase

Jim W asked what it would be like with the vaccination and mask order. Colin shared the event will take place on Feb. 5, 2022 and artists will need to maintain 12' from audience to bypass mask wearing. Event will be fully vaccinated. What about the ratio of 95% fully vaccinated and 5% not? Colin stated it would be difficult to monitor. Wristbands will be used with proof of vaccination per

venue entry. Event will have closed venues only. There are 10-15 possible venues so far. Organizers are also waiting for BCHD update going forward.

Jim W agreed for a fully vaccinated event. Kirsten thought paid security might be helpful.

Megan with LPM shared that they had their 1<sup>st</sup> fully vaccinated concert and asked everyone for vaccine proof. Everyone was willing to show proof and event was safe.

The 2022 Sponsorship Packet was shown with different tiers for Creative District, WWMS, Monthly Arts & Culture Event, Clean & Green Annual Clean-up Volunteer Event, Parklet Sponsorship, Downtown Summer Concerts, Holiday Events & Promotions and Special Projects.

Kimberlee asked if the Board could share it to potential sponsors.

#### 8. Old Business

- a. Property Annexation – Besides the 721 Main request for annexation, staff mailed information about it to property/business owners from Longs Peak – 9<sup>th</sup> Ave. on Main St. So far, no responses have been received.

Paul Terhaar owns 33 Pratt St. and is requesting annexation. Paul thinks highly of the LDDA and its development and being part of the district is important to him.

Chris asked how annexation process goes. Kimberlee cited it would start with acquiring a formal petition from property owners to sign, ordinance to change boundaries from Planning and Zoning Commission who would recommend to City Council for approval.

Jim W asked about hurdles to annexation. Kimberlee doesn't see any especially coming from the property owner's request. TIF will generate for another 10 years.

**Motion:** Kirsten Pellicer moved to include 33 Pratt St. into annexation and continue moving forward with any northern property that express interest. Joe Perrotto seconded the motion, the motion passed unanimously.

- b. Wayfinding Plan

Design intent – Kimberlee showed slides from Consultant of proposed City gateways, directional signage, trail blazers, downtown directional signage and gateways, street signs, kiosks, historical pedestals and street name signage. LDDA intent is to keep downtown logo character and coordinate with City's as well. Kimberlee has some questions back to the consultant and will let the Board know next time. Kimberlee encouraged everyone to look at the signage map in the packet and give feedback. Timeline is 1 ½ month or so and it will go the City Council for approval. LDDA has funding and can get pricing afterwards.

Kirsten asked if the City would adapt the same look should the LDDA proceed before them. Yes.

#### 9. Financial Update

TIF is showing strong numbers. Holiday expenses will show on the financials in the near future.

#### 10. Longmont Creative District Update

Amy and a representative from Children, Youth and Family Organization (CYF) ran the first outreach event last week. They had 4 interactive stations engaging kids and families. Next outreach would be Denver Arts Week on Nov 11-14. This will be included in the Denver Arts event calendar.

Kimberlee added that a call for artists will go out soon for window murals during the holidays. The LCD is also crafting a Non-discrimination Statement which Kimberlee will bring to the LDDA board for adaptation as well.

#### 11. Executive Director Report

- a. Dickens Patio – Needs repair, anchors were compromised, and to date there is no known owner of the patio and enhancement to maintain it. City will investigate work. Kimberlee will meet with property owner next week to discuss funding and scope of work. The side of the raised sidewalk facing 3<sup>rd</sup> Ave could potentially have a mosaic project through the AIPP.

Joe asked if there will be an agreement with involved parties on the patio afterwards. Yes.

- b. CEDAR Survey

A survey through CU Boulder went out and filled out by 75 people so far. Ideal number of responses would be 300. Survey is open through December and listed on the City utility bill and GC incentive.

#### 12. Items from Staff - none

13. Board Member Comments – Jim W asked about the median work after the vehicle accident. There is a partial tree still standing. Del Rae talked to Forestry who will remove it after the parklets removal. Cost for replacement of the median block pole would be \$27,000.

14. Adjourn 5:54

**Motion:** Wes Parker moved to adjourn the meeting, Joe Perrotto seconded the motion. The motion passed unanimously.

**Respectfully yours,**

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**Kimberlee McKee**  
**Executive Director, LDDA**

**Chris McGilvray**  
**Board Chair, LDDA**