

DRAFT Minutes
Longmont Downtown Development Authority
Board of Directors
528 Main Street, Longmont, CO 80501
November 28, 2012 – 4:15 PM

Present: Bill Sawyers, Sharon Smith-Eisler, Burbidge Austin, Joe Perrotto, Ex-Officio Member: City of Longmont, Jim Golden, Robert (Bob) Goff

Absent: Larry Stauss, Alex Sammoury

Guests: Sarah Carrillo 301 Main St., Sherri Odhara Bicycle Longmont, Tom Stern Wing Hut, City of Longmont; Nick Wolfrum, Chris Huffer, Bob Ball, John Caldwell 515 Kimbark LLC, Jorge Saenz Tex Mex, 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

Burbidge Austin moved to approve the agenda noting the absence of Alan Ginsberg, Bob Goff seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. Motion to approve the October 24, 2012 Board Minutes . Burbidge Austin 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) . John Caldwell suggested naming the alleys of each block and maintaining cleanliness going forward. He also shared that he heard a lot of positive feedback about the alleyscape.

6. EXECUTIVE DIRECTOR REPORT

Kimberlee showed everyone the holiday insert in the Longmont Life. She also re-capped the Tree Lighting Event on November 23rd with over 400 people in attendance. The 12 days of Christmas performance mentioned different downtown businesses for holiday shopping. The downtown holiday coupons were also distributed during the event as well as mailed to the local residents.

Kimberlee met with Joe Ward regarding Visit Longmont. Since the council voted for the lodging tax to go back to LAVA, there is no guarantee that the LDDA would get the same funding for the concert series. The funding came from the Economic Development fund. Joe's idea is for LAVA to become a sponsor and spread the funding to all of the downtown events from Memorial Day to Labor Day. One idea is to have a big alley cook-out event for Memorial Day celebration. The board agreed that a partnership and funding from LAVA to all downtown events is a great idea.

Kimberlee showed the ad spread of the local merchants photos from the photo shoot held on November 13th. This is a part of the Shop Local campaign showing the public the faces of the shop owners they meet when shopping downtown. This adds a personal touch to the shopping experience when people shop downtown. The photo shoot involved 29 business owners. LDDA will schedule another one for the ones who were not able to come.

Bob Goff referred a volunteer, Deb Whitcomb, who is working with the LDDA coordinate the process of reaching out to volunteers in different areas of LDDA needs. Kimberlee has identified funds for it including incentives for volunteers. She hopes to launch this program in February 2013.

GID cleaning this year has cost a significant amount of money. Kimberlee met with the Parks staff to discuss scope of work. Kimberlee is looking at cutting cost while maintaining the level of work needed. She will report back recommendations to the board and Parks staff.

7. OLD BUSINESS

A. Alley Project Update . Chris Huffer & Del Rae

Chris informed everyone that the 300East breezeway is currently open. Used Book Emporium can be accessed from the back. Anticipated completion date of the alley is on Dec. 15th. They will work on the pavement, light fixtures in the next 2 weeks. A walkthrough will take place after completion for final touch ups.

The architects are working on the west side design. There are several differences seen between east and west. Parking on the west side is limited. Dumpsters in the alleys are mainly on private property. Currently there are only 4 dumpsters on city property from the 300 to 600 block alleys. Several merchants use their own trash/recycling system in their properties. The trash enclosures could be removed from the lots to increase parking and LDDA and the city could help

businesses using the right of way for dumpsters to relocate trash/recycling system. There are not easily accessible walkways from in the parking lots to get to the breezeways. One idea is to put a light pole at the end of the alley(s) so pedestrians can cross to get to Main Street. The design team and the city staff have been asked to look into these ideas. Kimberlee is looking at holding public meetings starting in January 2013 and invite businesses on the west side. Each block will have their input on the design before these are finalized. Nick acknowledges the situation being different on the west side particularly the GID owned land. These will need to be looked at in consideration to the criteria used on the east side. Bob asked if private properties on the 300 block can spare parking for public. Nick mentioned the idea of mid-block diagonal parking on Coffman in lieu of the center turn lane. Per Chris, the order of which block to work on is yet to be determined after meetings with the merchants.

Alley guidelines were generated for the east side to maintain safety and cleanliness. Added at the meeting was no cleaning of restaurant equipment to prevent clogging of drains. The board approved passing the guidelines out to businesses and residents.

a. Alley incentive updates

- i. Additional funds for overages/upgrades . Pumphouse Brewery and Used Book Emporium upgraded their original scope of work with an additional \$125 for each project, total \$250.
- ii. Use of funds for alley amenities . To date, the remaining incentive funds available is \$53,976. Proposed alleyscape amenities expenses total up to \$80,647 for both east and west side. To cover the difference of \$26,671, some of the expenses such as Tivoli lights could be moved into the A&E incentive funds, the planters could also be re-assessed and look at remaining balance from west side work next year. Overall, funds can be identified and moved around. Should east side merchants apply for alley incentives, they can still apply for DIP request.

Motion: Burbidge Austin moved to approve the \$250 upgrade and the use of the remaining fund balance to other amenities, Joe Perrotto seconded the motion. The motion passed unanimously.

Sharon Smith-Eisler and Bob expressed making sure funds are available on the west side for upgrades as well, if funds allow.

8. NEW BUSINESS

A. ALLEY INCENTIVES*

- i. 504-512 5th Ave., Additional Work . John's request included stucco work, painting and repair of window frames. Total incentive is \$982.
Motion: Bob Goff moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.
- ii. 454 Main St., Additional Work . Marlene with Egyptian Imports stated painting the back of building amounted to \$493.74.
Motion: Bob Goff moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.
- iii. 424 Main St., Tex Mex . Jorge stated replacing gutters and downspouts and stucco work on entryway on back of building. Total incentive is \$610.
Motion: Bob Goff moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.
- iv. 510 3rd Ave., Wing Hut . Tom's application is to build oil enclosure to be located in the parking lot by the trash enclosure. Total incentive is \$525. Chris and Nick will meet with the city on Thursday, Nov 29th, and take an agreement to council for a permit.
Motion: Bob Goff moved to approve the application contingent upon the GID board approval for a permit to build on city property, Joe Perrotto seconded the motion. The motion passed unanimously.

- B. 301 Main DIP application . Sarah from soon to be Speakeasy stated scope of work to include replacement of awnings, install handrails x 4 per code, clean, repair and paint stucco on both entrances, and repair/replace brick work in back alley way steps. Total incentive is \$2,687.50.
Motion: Burbidge Austin moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.

- C. Downtown Bicycle Dismount Zone . Kimberlee, Bob, Nick and a police officer walked the whole district and identified 30 new places for bike racks from 3rd to 6th Ave., alley to alley. Elevation issues posed challenges beyond the area identified so they are focusing on the pedestrian core areas for now - Main St, breezeways, Avenues to the alley. The goal is to make downtown a bicycle friendly place. Bikers will be encouraged to either walk their bikes on Main St or use the alleys which would become a two-way street for bikers. The Bicycle Longmont Board is supportive except for heavy ordinance enforcements. A meeting will be held next week to discuss enforcement. Kimberlee and Bob met with TAB Board and discussions around bikes versus pedestrians were covered. Signs on the alleys would be put in place and making sure bikes are not locked on poles and other places besides the racks. The Bicycle Board representative suggested signs that are friendly and bilingual. Portable bike racks can be placed during downtown events. Kimberlee will solicit suggestions at the next block captains meeting.

Motion: The board supports going forward with the proposed plan and area of bike racks coverage.

- D. Parking - Permit 200 Block lot . Kimberlee asked the board to make a recommendation to the council to permit the 200 lot in 2013. She stated that there is a parking permit waitlist for the current parking lots that are permitted. Use of this lot would help distribute permit holders from other lots and accommodate the current parking permit waitlist. Bob Ball added that the 200 lot in the morning and afternoon is not full. He hasn't seen amount of use during lunch hour.

Motion: Sharon Smith-Eisler moved to approve the recommendation to the council, Burbidge Austin seconded the motion. The motion passed unanimously.

- E. Alan Ginsberg . Mall Update - absent

Executive session started at 5:22 p.m.

9. 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.

- A. St. Vrain Valley School District and County of Boulder TIF Negotiations

Executive session ended at 5:55 p.m.

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

- 11. ITEMS FROM THE STAFF .** Kimberlee asked the board if they are fine with the same schedule for the board meetings in 2013. She will include this on the agenda at next meeting for approval.

12. BOARD MEMBER COMMENTS - none

- 13. ADJOURN .** adjourn at 6:00 p.m.

Kimberlee McKee
LDDA Executive Director

Bill Sawyers
Chairperson