

**Longmont Downtown Development Authority**  
**Wednesday, November 9, 2022 Board Meeting Minutes**  
**4:15 pm -320 Main St. (LDDA Office)**

**Present:** John Creighton, Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Kirsten Pellicer, Joe Perrotto, Jim Wardell

**Absent:** Wes Parker, Shiquita Yarbrough

**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 - none
3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES

- a. **Motion** to approve the October 26, 2022 Board Minutes – Kirsten Pellicer moved to approve the minutes, Jim Wardell seconded the motion. The motion passed, unanimously.

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

6. NEW BUSINESS

- a. Boutique Hotel Purchase and Sale Agreement  
Kimberlee showed slides of the hotel to the board.

John arrived at 4:19 pm

Hotel will have approximately 85 rooms, 75 public parking spaces, 65 hotel spaces, a 3,000-5,000 sqft. meeting/event space, a roof top restaurant, and curated packages for travelers.

John asked what the maximum capacity the space would accommodate. A Small gala possibly.

The hotel would attract meetings, events, wedding accommodations etc.

Jim W asked if this would potentially fill the current 2 building vacancies in downtown. Yes.

Challenges would include parking during construction.

City Council will vote on the agreement next week and developers will submit formal pre-app in December. Hotel will possibly open in 2024.

**Motion:** Joe Perrotto moved to approve the purchase and sale agreement as presented, Jim Wardell seconded the motion. The motion passes unanimously.

7. OLD BUSINESS

- a. Wayfinding and Placemaking Plans

Slides were shown with some updated information.

- Painted crosswalks on Main St. and Avenues are being considered
- Thermoplastic or paint are options for treatment
- Interpretive marker options leaning towards QR codes
- Downtown entry banners
- Main St. banners to include cultural heritage
- Event banners on the mid-block crossings
- Metal banners at the end of breezeways towards the alleys
- Kiosks on block corners where appropriate and current kiosks with potentially digital signage

John asked about maintenance. It shouldn't be difficult for the most part.

Implementation timeline would depend on grants, current funds and City approval.

Priorities: Parking awareness for the community

Next steps: LDDA can proceed with RFP, get pricing for materials, work with City Purchasing to order signage etc. Implementation will start with placemaking then wayfinding signage.

- b. Property Owner Survey

Derived from 2017 Master Plan, Kimberlee reviewed it with the Board once more.

Connectivity and Access Goals - John cited asking direct questions and adding scale to measure answers. Jim W suggested sending survey tailored to business owners as well. Wait to send survey after the first of the year.

EZ Fliers will be included in the mailer.

Forum is scheduled on Thu, Jan. 19 or earlier at 4 pm. in the Longmont Theatre. Kimberlee will confirm.

8. LONGMONT CREATIVE DISTRICT UPDATE - none

9. FINANCE REPORT - none

10. EXECUTIVE DIRECTOR'S REPORT

a. TIF update

Colorado DDAs have identified a consultant to help get the bill written. Younger DDAs want to see changes to debt authorization. Kimberlee will bring contract at next meeting.

b. Plastic Pollution Reduction Act Update

Passed and will be implemented in 2023, there will be a 10 cents fee on bags at the stores.

Municipalities will be in charge of enforcing it. No plastic in 2024 and any leftover can be used until June 2024. Cities can form their own rules. Some carve outs apply to certain businesses.

Kirsten suggested communicating this on bullet point items to businesses to minimize confusion.

11. ITEMS FROM STAFF – Del Rae shared LPD put up noise camera on Main St and tagged about 60 cars with over 90 decibels.

12. BOARD MEMBER COMMENTS

John asked about pedestrian meeting response.

Jim W asked if WWMS is happening. Feb 4, 2023.

Joe was impressed with how much downtown has changed, adding the boutique hotel.

Kirsten shared that retail meeting was productive. Asked everyone for interest in classes related to their business and there was no response. SBDC classes can be shared with them by the LDDA.

Chris echoed Joe's comments and complimented Kimberlee's great leadership.

Next month's board meeting is on Dec. 21 at Times Collaborative.

13. ADJOURN

**Motion** to Adjourn meeting at 5:31: John Creighton 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