

BOARD Minutes

LDDA Board of Directors Retreat

Launch Longmont, 350 Terry Street, Longmont, CO 80501

February 10, 2015 – 8:30 AM – 3:48 PM

Facilitator: Jamie Licko - Centro Inc.

Present: Alex Sammoury, Sharon Smith-Eisler, Gabe Santos, Thaxter Williams, Joe Perrotto, Ex-officio Member:
City of Longmont, Jim Golden

Absent: Burbidge Austin

Guests: Terry Gold (Launch Longmont), City of Longmont: Shawn Lewis, Brien Schumacher, David Starnes,
Joanne Kirves (Arts Longmont/Downtown Community Ventures), Doug Ward (Downtown Community
Ventures), Times Call: Vince Winkel, Janine Ledingham (LAEC)

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres

A. Greetings & Breakfast – 8:30 a.m. (quiche, fruit, coffee cake – La Vita Bella)

Launch Longmont Overview – Terry gave a quick overview of the organization which is a community of entrepreneurs and startups working together to create new companies.

B. State of Downtown Report– 8:45 a.m.

GOAL: Visually see the progress made in Downtown Longmont over the past 2 years

Downtown Then & Now Video Presentation (Kimberlee)

Then - from the 2012 Board Retreat highlighting store front vacancies, partially finished breezeways, different kinds of sandwich boards and non-compliance store signage.

Now - finished breezeways, a mural of history of Longmont on 300E breezeway, new and in-compliance signage, new facades and new and filled store fronts.

Community Survey Findings (Jamie) – Jamie Licko showed a presentation about a community survey in downtowns from last year and recent. More than 60% are saying downtown is getting better. From all the choice of the survey, downtown was the highest to have improved. Other marked improvement was noted in arts and culture, business development and image.

Comments on image and perception issues in the survey responses - lots of crime, second-rate community, lack of an interesting vibe around downtown.

C. Year in Review – 9:30 a.m. (Kimberlee)

Top accomplishments:

- Clean and Safe – Clean & Green with 160 people/600 hours, repainted kiosks/infrastructure, added cleaning outside GID, Home Depot sponsored the event
- Marketing – Envision Downtown event launched OWN dOWNtown brand, huge increase in newsletter subscribers and Facebook followers

- o Placemaking - adopted and started enforcing sign standards, awarded 8 sign incentives and replaced 18 sandwich boards Banners - added 5 styles of Main Street, 6 styles on breezeways and placed 3 lending libraries
- o Development – completed Roosevelt Park Apartments, Butterball and Times Call buildings were purchased and being redeveloped, awarded 7 DIP grants with 1 residential grant pending
- o Business – opened more than 60 new businesses, 35 closed/relocated, worked with City to send 6 businesses to Retail Bootcamp with monthly follow up, completed Art Studios in RPA
- o A&E – certified as a Colorado Creative District, started a midweek Farmers' Market, successful events held: Day of the Dead trolley tour, Concert Series, Festival on Main and Tree Lighting Ceremony
- o Financial Development – received \$60,000 CDBG grant for streetscape from 100-300 blocks; new sponsors for Festival on Main, Clean & Green and Holiday Bell promotion; received Cigarette Litter Grant which added 9 new receptacles to downtown

D. Building a Downtown of the Future - best practices around the world – Jamie showed a presentation after which everyone shared their favorite downtowns with qualities such as having their own identity with locally owned shops and restaurants, compact downtowns, family oriented downtowns, maintaining grit and character, uniqueness, cleanliness and safety, entertainment, walkability and cultural aspect. Some examples were: Santa Barbara, Boston, Portland, Maine, Durango, Highlands Ranch, Portland, OR, Milwaukee, and Missoula, MO. Detroit after bankruptcy is rebuilding.

Considerations to a successful downtown:

- Changing Demographics
- Authentic Experience
- Don't let your city lose its grit

Economic - creativity and collaboration, differentiation, experience economy

Most sectors of the economy faced unavoidable domination from a few big players but since 1990 small businesses have added millions of employees, while big businesses have shed millions.

Example: Craft Beer – in 1979, there were only 44 breweries and growing very fast to more than 3,000 that dominate the market today.

Key factors:

- Differentiation is key
- Small is Bountiful
- Technology's role
- Mobility is Key
- Shared space + Creativity

Social + Cultural - building opportunities for people to interact, engage and learn. Events and programming are changing, engaging and interactive experiences. This plan works best when they are authentic to who you are.

Examples: Denver alleys are taking advantage of using it for social gatherings and engaging people.

Greeley Go-Cup program - people can take their drinks anywhere within the creative district.

Key factors:

- Get your hands dirty
- Sipping and celebrating
- Creating and community

Physical – Create, activate, share interesting spaces. Convert under-utilized spaces with art or interactive things.

Examples: Better Block Program – temporary projects to a certain area.

Crowd-funded bike lanes in Denver – crowd funding through social media have raised money and gave back something to the community.

Key factors:

- The place as your place
- Activating public space
- Downtown for all modes

Find your niche, make it fun, create people-friendly places, sustainable and healthy living – What you want people to see, experience and embrace it.

BREAK – 10:30 to 10:45 a.m.

E. Downtown Longmont – The BIG Picture – 10:45 a.m. (Jamie and Whole Group)

New ideas:

- Bodega type grocery store - 200 block, or Old Town Market containing flower shops, spice, fresh food, cheese stores
- Capitalize on alleyscapes – alleys and pocket areas like parking lots
- Major signage upon entering the downtown area – district and outside district signage, unique street signs throughout the LDDA, adaptable/changeable signage over time; digital signage, way-finding signs, artistic intervention through lighting/artistic piece.
- Food and beverage craft corridor - continued attraction of restaurants and brewers for this growing craft food and beer movement
- Diversity of housing – a need for more housing at all levels
- Movie Theatre and night life – use LTC to show old movies and increase lighting in downtown
- Slanted parking along Main Street – one side or the other/take out medians
- Boutique hotel in downtown – currently downtown has 1 B&B with 6 bedrooms
- Trolley service around downtown – Butterball development, RTD service will have impact

Top ideas:

- Alley and breezeways activation - Walkable pedestrian friendly district -Gateways – Craft Corridor

Other ideas:

- Brews and breezeways
- Art Space – A non-profit organization will have an office in CO to work with developers to initiate and fund spaces.
- National Register District
- Enforce dismount zone
- Relocate halfway house outside
- Redevelop the flour mill
- Remove mid-block crossings (people don't know how to use them; provide better lighting/signage; reduce speed limit to 15 mph)
- Alternate truck route
- Go-Cup program
- Active ideas – utilize pocket spaces and parks for arts and entertainment

LUNCH – 11:30 a.m. to 12:00 p.m. (from Racheli's Deli)

F. Downtown Longmont's Future and Development – Possibilities & Policies – 12:00 p.m.

- a. Creative District – change A&E District to Creative District; revamp web site; transition from the old logo to the Own Downtown logo - make a motion to transition at the next Board meeting; consider a mobile App – continue discussion at the next Board Meeting
- b. Craft Corridor – nearby assets were shown.

Discussions: - Look at businesses and restaurants by block in the district

- How can we make this a real opportunity to differentiate Longmont? Consider an accelerator - bread bakery, culinary school, platform for craft food tasting, ethnic markets, expand the district?

- Support the niche – the LDDA takes the leadership and partner with other organization to create an industry of craft; recruit businesses and funding

- How aggressive should we be in pursuing this? Put a bigger push on getting the idea out of downtown being a craft corridor, start with research, mapping, create models and policies

c. Community Engagement – How do we do more? How do we get property owners proactively engaged? How do we involve the community more in what we do?

Discussions: - Create an event that involves attendees beyond Longmont

- Conversation with property owners will need to happen before we can recruit businesses.

- Some property owners are engaged, some are out of town residents, and some don't have a connection.

Suggestions: - Talk to property owners on a one on one basis

- LAEC will partner with the LDDA to approach small businesses to come downtown

- Ask downtown businesses to open at a later time.

- Gabe shared that City Council sees the DDA as a self-governed entity. He proposed for LDDA to have small meetings with 1-2 Council members after which make a presentation at one of the Council meetings. Advanced Longmont was approved for culinary program and the vision supports it.

d. Incentives – Are these incentives appropriate for what we are trying to achieve? Which incentives are most important? DIP is most heavily utilized. FIP could be suspended until funded again. Residential incentives helped some projects but didn't progress as planned. Until DIP funds are re-built, do not lift the cap.

Are there any missing? How hard a line do we take? Should we be much stricter in lifting the cap?

DIP – fund balance at \$29,565.24, used for specific façade projects. Keep the cap at \$10,000 or 25% of cost of project. Catalyst incentive will be at LDDA Board's discretion and can fund façade or infrastructure eligible costs at 50% of DIP funds invested.

FIP – funded RPA and Crackpots, 150 Main is pending; intended for large scale projects.

Determine through score sheet if project is a catalyst and determine how it will be funded.

Alleyscape – \$100,000 reserved on the West side with grant of 10,000 or up to 25% of the project.

Retail conversion – City funds are used for match; the only grant that the DDA can use to fund interior projects; LDDA to meet with LAEC on funding; Gabe suggested consideration of giving increased dollars to businesses of Longmont residents

Residential grants – \$65,000 balance. Leave it as is.

Signage grant - new grant with \$87,029 balance. Leave it as is.

Proposed for LDDA:

Jim updated the group on the state's ruling of having LDDA MILL levy subject to TIF.

Craft Corridor – create policies to offer to businesses. Most of these will be start-ups and small businesses. Consider how businesses will be funded. Kimberlee will work on a proposal about craft corridor at a future Board meeting.

- e. Expanding Boundaries – expand to 9th Avenue between Kimbark and Coffman Streets. The Board decided to hold off on expansion plans but keep an open mind when developments come around in the area.
- f. Parking and Transportation – looking at parking as an economic tool in downtown. Parking management is not just about parking cars or finding another revenue stream. It is about improved access, enhancing the customer experience and supporting economic development.

Key areas discussed –

1. Innovation (ride share)
2. Leveraging technology
3. Enhanced planning – mobility, how much is needed
4. Branding, marketing and Communications – knowing where you want to go
5. Community partnering – funding partnership, program support, Customer experience
6. New Urban Environment
7. Environment and Financial Sustainability – energy efficient lighting
8. Enhancing the experience!
9. Management tools – manual time-limited enforcement, license plate recognition, smart parking meters

City Parking Enforcement approached the LDDA about upgrading to a digital system. This would be more efficient and would generate more parking tickets. Paid parking with 2-3 hours max will have more turn over. People who don't want to pay parking will park elsewhere or pay for a permit at any permitted parking. Jamie suggested talking to a parking company to get an in depth understanding before undertaking the new system.

- g. Downtown Ventures – to be discussed at a future Board meeting

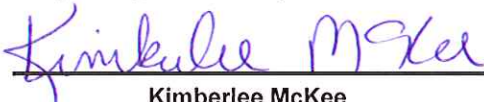
G. Next Steps – How do we take this forward? – 2:30 p.m.

How do we manage time with LDDA Board meetings? Gabe requested downloading all collateral to the web site so that is available for review prior to the meeting and hold some meetings at different locations when there is no Executive Session involved.

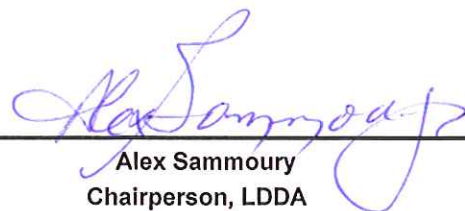
Executive Sessions - start the meeting with it on top of agenda and provide timeline. February meeting will start with this on the agenda at 4:15 p.m.

H. Adjourn - 3:48 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA