

Minutes
Board Meeting
528 Main Street, Longmont, CO 80501
February 22, 2012 – 4:15 PM

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

Guests: City of Longmont; Chris Huffer, Tom Sheffield, John Nozykowski, Marv Dyer

Staff: Executive Director; Kimberlee McKee, Jeff Simcock; 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

MOTION: Alex Sammoury moved to approve the agenda with the addition of a formal vote of the Director's contract after the Executive Session, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

MOTION: Alex Sammoury moved to approve the January 25, 2012 board minutes, Joe Perrotto seconded the motion. Bill Sawyers, Larry Stauss and Joe Perrotto abstained due to their absences at the meeting.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) – Tom Sheffield and John Nozykowski from Radio Colorado Network at 614 Kimbark St. expressed their interest in moving to 372 Main Street space (formerly Cayenne Kitchen). The relocation will get them more exposure and actual recognition within the community. They also expressed interest in acquiring mini grant offered through LDDA. Alex suggested talking to Doug Bene for a business expansion grant. They could qualify if able to demonstrate getting foot traffic downtown to help local retailers also.

6. EXECUTIVE DIRECTOR REPORT

Kimberlee informed the board that the first enhanced event last Friday, Feb 10th was very successful with at least 200 attendees. Sharon also added that the place was quite full. A lot of entertainment downtown in addition to the fashion show was going on as well.

Kimberlee also informed everyone about an editorial in Times Call regarding the Alleyscape and the LDDA web site not using local resources. Kimberlee added that the back end content management software system of the web site was from a company who custom-wrote software systems for several downtown management districts. The front end design of the web site was done by a local designer. Danielle Hinz is drafting a response to the editorial and will include the LDDA web site on it.

Kimberlee is working with the LCA and the museum in acquiring an Out Town federal grant for \$100,000. They are looking at funding the breezeway enhancements such as putting sound systems at 3 breezeways at 300 East, 400 West and 500 West. A mural on a building on one of the breezeways is also being looked at. Another idea is to put a platform for a stage at the 300E area. A non-profit organization will need to lead the application for the federal grant. LDDA will be a partner.

7. UNFINISHED BUSINESS

A. Alley Project Update – Kimberlee shared that 2 public meetings were held and had a fair amount of attendance. Chris also added that they re-captured the scope of work and construction schedule at both meetings and informed everyone about the removal of the east side arches. Alleyscape work will start at 400E on March 5th and will continue for 8 weeks, after which 300E and 500E work will start. Trash location during construction was also addressed. The plan is for him, Del Rae and a representative from J2 to stop by at each merchant and talk to them about the construction. Letters and e-mails will also be sent out to all merchants and residents to inform them of it. A rendering of the project is being worked on and will be displayed on the site. Design on the west side is at 35% completion at this point.

Kimberlee informed everyone that alternative parking lots during construction have been identified:

1. Butterball parking lot – 1st and Main across from Butterball building
2. Butterball parking lot – 2nd Ave and Emory St.
3. Times Call parking lot – 4th and Terry St., for permit holders only

The above parking lots will not charge a fee and have been added to the LDDA liability insurance. A draft letter of agreement was shared and Joe expressed changing the duration to 90 days instead of 30.

Kimberlee will meet with RTD to see if a bus service is doable to transport people up and down Main Street.

Issues around parking lots and alleys closure at the same time were addressed. Communication to merchants was also discussed. Block captains would be a good source to relay information and suggestions around earlier notices and meetings on 300E and 500E work would be best going forward.

a. Incentives

MOTION: Alex moved to approve:

- a) Dropping the amount from \$15,000 down to \$10,000 foreseeing a high demand on funding applications.
- b) Layering this incentive with another (except DIP) can be considered if the project qualifies and not to exceed 25% (cap) of the total cost.
- c) A waiting period of 2 years before same business or property can request for funding the second time around.
- d) If J2 Company work on someone's project, no bid is necessary.
- e) Kimberlee will update the board each month with a list of companies and the amount funded.

Burbidge seconded the motion. The motion passed unanimously.

B. Arts & Entertainment District Update – Kimberlee is working with the event committee on a series of small cultural and historic events. She is awaiting results for the Colorado District Designation decision sometime in March.

8. NEW BUSINESS

A. Intergovernmental Agreements

a. DDA – City of Longmont

MOTION: Bob Goff moved to approve changes:

- 1B - 5 events on either east or west of Main Street, alley sweep to Clean up/Green Up in April,
- #5, Façade improvement program - added addition of an agreement between DDA and city to administer the 5th for eligible building façade and landscape improvement adjacent to or facing public right of way or publicly owned breezeway or plaza, etc.
- #6 - Maintenance contract was reviewed with the city and Public Works last year and continue to adjust the contract and modify it so an agreement could be reached.
- J - City will provide DDA services of city parking and enforcement officers for purposes of enforcing parking roles and limitations of DDA owned or leased property.
- Additional A&E money of \$27,000 approved by city council last year.

Alex Sammoury seconded the motion. The motion passed unanimously.

b. DDA – General Improvement District

MOTION: Alex Sammoury moved to approve the motion, Larry Stauss seconded the motion. The motion passed unanimously.

B. LDDA Board Retreat

Kimberlee informed everyone of following things to review and discuss at the retreat: a) a call to Ft. Collins DDA, b) strategic planning overview, c) 2012 work plan along with incentives, d) mission statement e) financial planning. Kimberlee will send the list for everyone to review prior to the retreat.

C. Other Incentives – Kimberlee offered to discuss this at the retreat.

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

Alex Sammoury left at 5:18 p.m.

Executive Session started at 5:19 p.m.

10. EXECUTIVE SESSION: For discussion of a personnel matter under C.R.S. Section 24-6-402(2) (f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees.

Executive Session closed at 5:48 p.m.

The Board proposed an 8% raise full bonus potential, based on a merit, consistent with discussions in the executive session for the Executive Director in 2012. A new employment contract will be executed.

11. **ITEMS FROM THE STAFF** – Jeff Simcock thanked everyone for everything and informed them that this was his last week of employment at the DDA.

12. **BOARD MEMBER COMMENTS** – Sharon asked about the Roosevelt Apartment project. Kimberlee updated everyone that the owners are reviewing the development agreement and she is awaiting response.

13. **ADJOURN** – 5:50 p.m.

Respectfully Submitted by:

Kimberlee McKee
LDDA Executive Director

Bill Sawyers
Chairperson, LDDA