

**Longmont Downtown Development Authority**  
**Wednesday, February 28, 2024 Board Meeting & Retreat Agenda**  
**8:15 am -324 Main St. (Use alley entrance)**

8:15 am Continental Breakfast

8:30 am REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

1. CONSENT AGENDA
  - a. APPROVAL OF AGENDA
  - b. APPROVAL OF JANUARY 24 BOARD MINUTES
  - c. APPROVAL OF INTERGOVERNMENTAL AGREEMENTS
    - i. City - LDDA
    - ii. GID - LDDA
  - d. 516 Main Incentive Package
2. BOARD AND EX-OFFICIO MEMBER COMMENTS
3. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)
4. INCENTIVES
  - a. Granary
5. NEW BUSINESS
6. OLD BUSINESS
7. LONGMONT CREATIVE DISTRICT UPDATE
  - a. Contract for Service
8. FINANCE REPORT
9. EXECUTIVE DIRECTOR'S REPORT
  - a. Future Board Recruitment Change
  - b. Spoke Issues
10. ITEMS FROM STAFF
11. BOARD MEMBER COMMENTS
12. ADJOURN

QUICK BREAK

# Board Retreat Agenda

## 9 am RETREAT BEGINS

1. Overview of Day (15 min)
2. Ice Breaker  
Showcase your example of your favorite destination city
3. ACTIVITY: What does a destination mean to you? What are the top three things that make this a destination?
4. ACTIVITY: How do we make Downtown a Destination Vision Board?

## 9:15 am Status of Downtown Finances (15 min)

1. Overview of TIF & Debt Authorization Update – Jim Golden

## 9:30 – 10:45 am TOPIC: How do we build an approachable Downtown?

*Big Idea: Increase the safety and comfort to a level that is welcoming to all ages and cultures in the Longmont community.*

### Facilitated Questions:

1. WHY does diversity & inclusion matter for a Downtown environment?
  - a. Facilitated conversation
2. Review strategic goals from our plan
3. How are we going to PROVE that this matters to us? What can we do?

ACTIVITY: One idea this year and next 5 years (Work in pairs of two/report out)

### Staff Clarification:

Clean & Safe Programs – Stay the same? Do more? What are we missing?

## 10:45 -12:30 pm TOPIC: REDEVELOPMENT Opportunities

*Big Idea: Extend the vibrancy of Downtown to an 18-hour, 7-day activity zone by adding more residents, entertainment, and jobs.*

1. Overview of projects and opportunities in Downtown and along 1<sup>st</sup> & Main URA area (20 minutes)
2. Review of Master Plan Redevelopment Opportunity (15 minutes)
  - a. ACTIVITY: Goals from LDDA Master Plan - What is relevant, what else is critical? (DOT VOTE)
3. Review of current project for DDA Consideration
  - a. ACTIVITY: 600 Main St. What are short term (2-3 years) and long term uses for this space? (20 minutes)
    - i. Break into teams of 2 and put on post its
  - b. ACTIVITY: SLOPE Project - What are the MUST HAVES in the project for us to invest? (15 minutes)
    - i. Break into teams of 2 and put on post its

- c. **ACTIVITY:** 121 Main St. Where does or doesn't this plan align with DDA Master Plan? Is there a role DDA can play for better alignment? (10 minutes)
  - i. Break into teams of 2 and put on post its
4. Based on information collected above, how do we prioritize Master Plan goals reviewed above in 2. a.? (10 min)
  - a. Dot Vote highest 5 priorities
5. What can DDA Board do at a policy level and/or what tools/resources will DDA invest in to ensure future redevelopment/housing projects align with master plan goals? (5 min)
  - a. Facilitated conversation – what can staff bring back in future meetings?

## **12:30- 1 pm LUNCH**

### **1 – 2:10 pm TOPIC: What is our role in creating a diversified, secure economy the promotes sustainable business practices and how do we collaborate with partners? (40 min)**

*Big Idea: Build on Downtown's vibe of authenticity and real productivity to grow the employment base.*

1. What is Economic Development & What is our role at the DDA? (What should be, could be or is not DDAs role and where do we put our focus?)
  - a. Spend a day of DDA time among those goals (8 hrs)
  - b. What is one thing we can focus on to move the needle?
2. With employment being the #1 priority of the Board, what is LDDAs role in moving this forward?
  - a. Review of Longmont's targeted industries
    - i. Group discussion of where we have most potential in Downtown

### **TOPIC: How do we manage all the projects and achieve our vision while aligning with our partners? (30 min)**

*Big Idea: Collaborate with a coalition of partners to achieve shared community priorities.*

3. Review Advance Longmont Partner Organizations
  - a. As a geographically based organization, what should DDA be most focused on?
  - b. Are there areas you want to see better alignment with other organizations?
4. Advance Longmont and LEDP are prioritizing Alignment, Focus and Impact.
  - a. What are the most important items for the business community to be aligned on and what is the DDAs role moving us forward? (groups of 2 and report out)

### **2:10 – 2:30 TOPIC: Connectivity Update**

*Big Idea: Improve and expand the infrastructure that ensures Downtown is well-connected and easily accessible by multiple transportation modes.*

Facilitated Question:

1. Are we on track? Based on where we were last year – are we still prioritizing the same things?

**2:30 - 2:50 pm TOPIC: How do we make Downtown a Destination?**

*Big Idea: Create more visible signals to showcase, promote and increase Longmont's abundant local creativity and culture.*

1. Each person reports out: What is the top thing we can do this year and top thing for next 5 years to make Downtown a destination?

**2:50 pm Wrap Up**

**3 pm ADJOURN**