

DRAFT MINUTES
LDDA Board of Directors
528 Main Street, Longmont, CO 80501
March 27, 2013 – 4:15 PM

Present: Larry Stauss, Sharon Smith-Eisler, Burbidge Austin, Ex-Officio Member, City of Longmont, Jim Golden, Alex Sammoury

Guests: Frank Kaven, Anne Smith, Tony Kindelspire (Times Call), City of Longmont, Brien Schumacher

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

Motion: Alex Sammoury moved to approve the agenda, Burbidge Austin seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. Motion to approve the February 20, 2013 Board Retreat Minutes

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

B. Motion to approve the February 27, 2013 Board Minutes

Motion: Alex Sammoury moved to approve the minutes, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

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

6. EXECUTIVE DIRECTOR REPORT

Kimberlee shared that the Festival on Main event planning is in the works. Beer garden will come back in the same area. She will talk to the brewers about providing beer at cost. She is planning on a theme "Longmont Microbrewery Tasting Room" to solidify Longmont in the craft brewery industry. She is also currently looking for sponsorship. She also shared that some of the activities will collect a fee and asked the board if LDDA could subsidize the fees for the higher end activities at \$5 or 50% of what the vendors would charge. There was a survey to downtown businesses about charging for activities. Results were mixed. The board was agreeable to subsidizing the activities fee. LDDA and Muse gallery are working together to put a mural on buildings on 300 east block representing living history in Longmont. Artists also expressed willingness to collaborate and design eclectic set of art on benches along 300 East breezeway.

The Theater Co. also asked Kimberlee for a letter of support for a mural on the back of the theater building depicting different uses of art. Kimberlee thinks it's a great project for the A&E District. Board is agreeable to a letter of support from Kimberlee.

7. UNFINISHED BUSINESS

Alleyscape Update – there was a meeting at the Elk's Lodge to discuss issues. They were in favor of the new placement of transformer but not interested in sharing dumpster, no landscaping adjacent to the alley, and asked if LDDA could take over maintenance of fencing enclosure. Parking lot work and re-striping at 300W block will start in May. Meeting with the 400W block businesses is done. Brochures for alleyscape parking map have been developed and will be distributed to the businesses.

East Side Alleyscape - the last 20' of the east side alleyscape will be completed by 4/8-4/19. Breezeway light poles and Tivoli lights all installed and working.

Landscaping – Kimberlee is exploring removing the Juniper bushes and plant new ones during Clean and Green event on April 27th.

Trash at 500E - Kimberlee and Del Rae met with the 500 East businesses regarding trash enclosure issues. Everyone was proactive at maintaining cleanliness and orderliness in the enclosure.

Farmers Market – Kimberlee met with the city to discuss traffic control. The city contractor charges \$375 per week to close the alley and parking lot. The city would help reduce the cost by enclosing the alley and parking lot without hiring the contractor. Boulder County Farmers Market is going through a lot of changes and will not submit a proposal this year. Louisville is still interested but prefers June to October schedule. The board feels it is worthwhile to proceed with just Louisville this year and see how the partnership goes going forward.

8. NEW BUSINESS - DIP Incentives

Martini's Bistro – Frank presented their application for façade renovation. Total incentive cost \$12,692.50 to include awning, windows, painting, facade lighting, and concrete work to eventually hold bicycle rack on 6th Ave.

Motion: Alex Sammoury moved to approve the application with the additional electrical charges of \$375, Burbidge Austin seconded the motion. The motion passed unanimously.

*A motion is needed.

350 Main Street – Anne Smith of ERTL presented the façade mini grant application for a new tenant. Total incentive cost \$1106.00

Motion: Alex Sammoury moved to approve the application, Burbidge Austin seconded the motion. The motion passed unanimously.

225 Main Change of Use – Brien Schumacher shared the organization's (Well Outreach Center) application before the planned zoning commission. The organization signed a lease for administrative use. There was a neighborhood meeting which business owners expressed their concerns. There is a hearing tonight. Religious assembly required public hearing process. Approval or denial of application can be appealed to the city council. As a reference, Kimberlee shared the similar application at 372 Main from last year which business and property owners and employees sent Kimberlee letters and emails of non-support. Board members are opposed to the application.

Motion: Burbidge Austin moved to object the application, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

Residential Incentives – single family residential is not covered by DIP. There is no criteria set for residential DIP application. Sub-committee will be formed with Bill, Larry, Brien and Joe to be involved. TIF from residential is 7%, with 29% tax rate.

Mission Statement – take off 'Longmont'. Discussion to continue next month, consider exciting instead of vibrant in the statement.

Vision Statement – Kimberlee shared several words describing downtown and had taken comparables from other downtowns. How do we differentiate Longmont downtown? She suggested getting the community involved by having a contest through media to get input of what people think of downtown. This is one way to make it a fun way to reach a vision statement.

IGA's City and GID*

GID – Kimberlee is talking with the city regarding downtown maintenance. They are also updating dates and numbers.

(Jim Golden came in at 5:10 p.m.)

City – Kimberlee went over the added/updated items to the IGA, most changes come from the DIP section. Incentive grant of \$10,000 takes effect as of 6/30, not to exceed 15% which the board can lift the cap according to the business type and application.

Motion: Alex Sammoury moved to approve the changes in the City and GID IGA's, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

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, City of Longmont/GID and County of Boulder TIF Negotiations
10. **PUBLIC INVITED TO BE HEARD** (5 MINUTE MAX PER SPEAKER) - none
11. **ITEMS FROM THE STAFF** - none
12. **BOARD MEMBER COMMENTS** – Burbidge shared that tomorrow night is the neighborhood meeting for Carroll-Lewellen's Funeral parlor who is asking for a variance on the ordinance regarding adding an on-site crematory parlor.
13. **ADJOURN** – 5:47 p.m.

*A motion is needed.