

# LDDA Board Communication

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**Meeting Date: Wednesday, March 27, 2024**

**Current Incentive Fund Availability:**

Retail Conversion: \$29,114	Signage: \$6,542	DIP: \$492,451	Alleyscape: \$11,089
Residential: \$19,749		TIF: \$4,531,099 (net projected available)	

**CONSENT AGENDA ITEMS:**

1. a. Approval of Board Meeting Agenda
1. b. Approval of February 28, 2024 Board Meeting & Retreat Minutes
1. c. 516 Main Façade Grant amount amendment - The eligible grant request/reimbursement was incorrect on the application. The cost worksheet provided at the Feb 2024 Board meeting reflected an eligible reimbursement of \$19,414 and the application was not updated to match this amount.

**Motion:** Amend Façade Grant approval from \$17,785 to \$19,414.

**New Business:**

**4. a. Retreat Follow Up**

**Executive Summary:** Staff would like to carry forward conversations from our Board Retreat.

**How to build an approachable Downtown:**

Each Board Member took a task to assist in building a welcoming Downtown. We will follow up bimonthly on progress.

Staff met with Adriana Perea and Jenny Diaz-Leon, our facilitators from the meeting. We are working on ideas such as community involvement in planning for the 600 Main and/or St. Stephens plaza, adding flags to the breezeways, starting to build relationships with outside organizations and ways LDDA can become more involved. We will also investigate working with the Longmont Museum on some of the listening tours suggested by Board Members and work with SVVSD to hold a Youth Mariachi Band event in the fall.

**Three Common Questions:**

There was a suggestion to have some common questions for the Board to ask members in the community regarding Downtown. At our business owner meeting, we asked what type of information would be helpful. See ideas below:

1. What would encourage you to spend more time downtown?
2. What is your favorite thing to do/place to go downtown?
3. Does downtown Longmont seem safe and welcoming to you?
4. Are there any obstacles you face getting to or around downtown?
5. What types of businesses or amenities are missing in downtown?
6. When or why do you avoid downtown?
7. Where do you get information about downtown businesses and events?

**600 Main Redevelopment:**

A review of the short and long term priorities showed:

- Strong preference for an entertainment space

- turnkey event space
- working with a developer on a project that will match our master plan

Ideas have emerged for short term strategies that would require an investment into the space to engage the community in an ongoing fashion. Staff will share precedent images and would like to have a conversation around this space.

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