

Longmont Downtown Development Authority
Wednesday, March 29, 2023 Board Meeting Minutes
320 Main St. (LDDA Office) - 4:15 pm

Present: John Creighton, Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Wes Parker, Kirsten Pellicer, Joe Perrotto, Jim Wardell

Absent: Shiquita Yarbrough

Guests: Todd Eichorn (La Vita Bella)

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; 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: Kirsten Pellicer moved to approve the agenda, Wes Parker seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the February 27, 2023 Board Minutes: Jim Wardell moved to approve the board meeting minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

Motion to approve the February 27, 2023 Board Retreat: Kirsten Pellicer moved to approve the board retreat minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

Motion: John Creighton moved to enter into Executive Session, Wes Parker seconded the motion. The motion passed unanimously.

Start: 4:19 pm

6. **EXECUTIVE SESSION for purpose of purchase of any real, personal or other property interest CRS 24-6-402(4)(a), for a redevelopment parcel on Main St. and for 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(4)(e).(RFEI Slope Project)**

Motion: Kirsten Pellicer moved to adjourn the Executive Session, Joe Perrotto seconded the motion. The motion passed unanimously.

End: 4:47 pm

7. NEW BUSINESS

- a. LDDA 2022 Metric Report

Categories shown on slides:

- Increase in marketing audience by way of social media, event newsletters and website following
- Gift card sales saw a 21.5% decrease from 2021
- Placer ai visitor data with heat map on areas people visited in downtown
- Business industries chart in downtown showing service industry the largest then retail, finance, government, manufacturing, and undefined industries

Jim W. asked how to make The Spoke on Coffman parking signs on the adjacent lots more visible to the public. People are not reading the signs. Kimberlee suggested adding it to newsletters with increased audience to help disseminate information.

Ways to promote downtown was discussed to help boost daytime economy as employees have started working from home. Kirsten suggested looking into digital resource strategy to add to current marketing mix.

Downtown restaurants account for ~ 52% of DDA sales tax revenues.

- b. Incentives

- I. La Vita Bella

Todd Eichorn presented the application façade grant of \$8,725 hood installation thru a secure loan.

Motion: Joe Perrotto moved to approve the façade grant of \$8,725. If a second bid is acquired for the cost of the hood, the Board may consider lifting the cap to reimburse up to 25% of the entire hood costs of \$86,000. Jim Wardell seconded the motion, The motion passed unanimously.

II. Royalty Arrangements – A flower shop trying to open by May 1, 2023 and applying for a retail conversion grant but doesn't have 2 bids at this time.

c. Parking Lease with Elks Lodge

The BPOE Elks Board is willing to look into leasing their 36+ parking spaces to the LDDA during hotel construction for 300 East displaced parking permit holders. Kimberlee asked the Board if LDDA would consider entering into an agreement with them 6 mos. at a time.

Motion: Kirsten Pellicer moved to approve staff entering into a lease agreement with BPOE Elks, Wes Parker seconded the motion. The motion passed unanimously.

8. OLD BUSINESS

a. LDDA Kiosks

Initial quote received to upgrade kiosks to digital was below \$80,000. Staff will find out about warranty, maintenance and repair costs, safety and panel protection. Kimberlee will report back next meeting.

b. Incentives

- Discuss next month for large spaces which may be used for events and other purposes
- Review DIP grant to add fire suppression
- Discuss next month a potential funding to Longmont Creates to run events and other creative district needs to keep community presence in downtown
- Community feedback on entertainment lacking in downtown – Discuss incentives for properties to host entertainment indoors that would include sound system and staging for artists.

9. LONGMONT CREATIVE DISTRICT UPDATE

Nothing to report currently, all is good.

10. FINANCE REPORT

11. EXECUTIVE DIRECTOR'S REPORT

a. TIF Update

SB23-175 passed in the Senate Finance Committee and will be discussed on the Senate floor next week, Boulder County representation and support was great, Kimberlee will update everyone of progress.

b. Camera Update

Some of the poles in parking lots have power and are ready for camera installation. All 19 poles in parking lots, breezeways and alleys should be ready for camera installation by Mid-May.

c. Development Update/Overview

- Safety and cleanliness concerns in the garage of The Spoke have been reported and staff will communicate this to the stakeholders
- Greeley Sachs submitted historical grant applications for the 350, 356 and 356 ½ Main St. properties
- 121 Main redevelopment is moving forward
- Parking Study – A meeting with City Planning Director discussed optimizing enforcement strategy. Staff will continue consulting with Consor Engineering for additional parking study needs.

d. Sponsorships

Current concert series sponsor will not renew this year and staff is looking at potential sponsors. There are five Fridays for concert series in June this year and Pride event is also happening on June 30. LDDA will not hold a concert this day and help promote Pride event instead. Staff is discussing if other events can possibly replace the concert series next year that would involve downtown businesses more.

- Colin announced that Modern Farmstead will be selling produce at the St. Stephen's Plaza from mid-April to October on Thursdays from 4-7 pm.
- Kimberlee and Tony Chacon will host the mobile tour in Longmont on April 13 for the DCI conference attendees in Loveland, CO.
- Del Rae and Kimberlee will meet with John and Jim W regarding code enforcement on snow removal outside businesses.

- A townhall meeting about the boutique hotel will be held on Thu at 7-8:30 pm at the Longmont Public Media. Kimberlee and Chris along with 2 City Council members will attend the meeting and answer questions.
- Kimberlee shared the Brien Schumacher in Planning Services has retired. He was instrumental to the LDDA on catalyst projects in downtown.

12. ITEMS FROM STAFF – none

13. BOARD MEMBER COMMENTS - none

14. ADJOURN

Motion: John Creighton moved to adjourn the meeting at 6:34 pm, Chris McGilvray seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA