

**Minutes**  
**LDDA Board of Directors**  
**Board Retreat – Guaranty Bank**  
**401 Main Street, Longmont, CO 80501**  
**March 6<sup>th</sup>, 2012**

**Present:** Sharon Smith-Eisler, Alex Sammoury, Burbidge Austin, Robert (Bob) Goff, Bill Sawyers, Larry Stauss, Joe Perrotto, Ex-Officio Member: City of Longmont, Jim Golden,  
**Guests:** City of Longmont; Brien Schumacher  
**Staff:** Executive Director; Kimberlee McKee, Del Rae Heiser, Emelie Torres

**I. Welcome/Check in/Introductions**

**II. Retreat Overview and Goals**

- a) Better understanding of the year ahead with a debt service election and beginning to negotiate the end of our 30 year TIF
- b) Outline of what we will try to accomplish in 2012 and begin thinking about ideas for 2013
- c) Look over strategic plan
- d) Discuss DRAFT Work Plan and give direction on a number of issues.
- e) Prioritize Work Plan
- f) Evaluate Master Plan
- g) Provide direction on consolidating plans & updating Master Plan
- h) Evaluate Mission statement and give recommendations on the future

Ground Rules established at last year's retreat:

1. Stay on Track
2. Get to the point when talking
3. Don't leave things unsaid
4. Speak the truth
5. Appreciate what others have to say
6. Seek first to understand others or other's point of view

Kimberlee solicited ideas to add to ground rules. There were no additions from the board.

**III. Financial Overview**

- a) End of TIF – DDA will complete its first 30 years of complete TIF collection at the end of 2013. Senate Bill 08170 allowed TIF to extend from 30 to 50 years. Beginning year 31, DDA only gets 50% of the TIF generated and the rest goes back to its original entities unless the city negotiates and has an agreement with the other taxing entities for a greater amount as stated in the Senate Bill. The administration of tax increment is handled by the county assessor with the direction of the state property tax administrator. The base year assessed value is re-stated by existing legislation after every assessment year.
- b) Debt Election – last DDA election was in 2005. The next election is in November 2012. City Clerk's office will assist DDA in running the election. The goal is to identify correct and allowable voters within the DDA TIF district. DDA has a good list of businesses and property owners. The city clerk's office will help the DDA in sending postcards out to collect voters' information from residents within the district. Ballot language will be finalized in August. District support is critical for the election. This will include support from local organizations such as the LACC and the LAR to reach out to their members.
- c) Other potential funding sources:
  - LDDA Operating Mill Levy - Election in October 1982 allowed for property tax levy up to 5 mills within the DDA boundaries. Current mill levy funding is from 3.31 mills. Raising it back to 5 mills would increase the revenue however, there has been mixed legal opinions on raising it back. Closing of Butterball will negatively affect the operating mill levy in 2013.
  - A & E 501 c 3 – this will allow the DDA to acquire state grant funding. The DDA and its partners have started the process and anticipate completion within this year. Support from funding communities is critical.

- BID – formed by city council in 1992. The election held by LDDA with a budget of \$40,000 was unsuccessful.

Kimberlee showed everyone a chart of the differences between BID, LDDA and the GID structures and gave an overview of how each funding works.

#### IV. Telephone Q & A with Fort Collins

- Ft. Collins DDA started the process with a discussion with the City to authorize extension of DDA TIF to 20 years.
- Agreement with Larimer county and DDA on two tiers based on projects that were tied to established county goals.
- Worked with the County Assessor – interpreted Senate Bill, and identified loss of increment assessed valuation plus, with only 50% TIF. Expected TIF revenue dropped in year 31 drop by 56%. This process took the longest.
- Negotiated with School Board – this was unsuccessful as the school district Bond Counsel felt there was an incompatibility between the DDA and the Public School Finance Act. Both parties felt an amendment was appropriate at that time.

Kimberlee felt this would be the same case for LDDA.

#### V. LDDA Financial Brainstorming & Prioritization

##### Financial Development Priorities for 2012:

Debt Authorization – project 20-year growth and allow for the maximum amount. Prior to setting the amount, DDA will need the support of the school district board, county commissioners, LACC and other local economic partners. A one-on-one meeting can be scheduled between the DDA and the partners. Based on these meetings DDA can establish a more concrete amount for debt authorization. Debt authorization will be tied to the master plan from 1995.

Pros: Increased parking by re-striping, adding side streets, commercial mixed-use at Main and Longs Peak development, 200 block parking lot, alley/public plaza.

Cons: Disruption of parking during alley construction

##### Priorities for 2013 and beyond:

- Address both BID and Mill Levy increase. GID can be changed by vote and needs to be funded well and services outlined clearly.
- Jim Golden will plan to revisit increasing mill levy back to 5% with the city attorney after the November debt election.
- Form sub-committees to educate the community of the benefits of the funding mechanisms of LDDA. Recruit property and business owners who have taken advantage of LDDA incentives. They can be the advocates and the voice of the benefits of LDDA programs. Downtown retailers were identified to lead and participate in the sub-committee. Participation can be by attendance or endorsements. Bill Sawyers and Burbidge Austin have volunteered to be in the sub-committee.
- Raising funds in different ways:
  - Increase % of profit from food and beverage vendors and look at LDDA handling beer garden next year for increased revenue
  - Consider admission charge at events other than FOM and concert series
  - Potentially take over food and beverage at other events
  - Enforce parking fees – explore paid parking by gathering information on Boulder and Fort Collins process to include overhead and maintenance costs versus parking fees.
  - Farmer's Market and other vendor fees

#### VI. Strategic Plan Update - Kimberlee identified and shared the goal of each category with the board.

- Clean and Safe
  - Work with police and volunteers
  - Expand pressure washing opportunities - included in Clean up/Green Up in April.
  - Streetscape

Annual concrete maintenance

Network alert system to inform merchants of traffic closure and safety information

Mid-block crossing safety - Alex will share with Kimberlee the company information that specializes on mid-block crossing signals. Kimberlee will invite Transportation Department for a meeting to discuss mid-block crossing and traffic light timing change.

b) Marketing, Placemaking and People

Research and create a comprehensive marketing program for the entire district

Plan and begin recommendations for placemaking elements

Promote downtown accomplishments, use signage to reflect these

Creative district designation

Web site Promotion

c) Business Development / Historical Preservation

Complete the alley and breezeway project

Catalyst investment mixed-use projects that will bring more people and tax revenue to the district

Incentives to property and business owners to fulfill the vision for downtown

Creative solutions for a more pedestrian and bicycle friendly downtown

d) Business Development & Retention

Continue to promote downtown and its available retail space to business prospects, creative industries and employers

Work with city recruiter to develop retail attraction and retention strategies

Create themed retail clusters within the district and play on the strengths that exist already

e) Arts & Entertainment

Fulfill A&E vision for downtown by working with specific committees.

Plan exciting gathering places for the community to meet

Every Friday event series

Enhance visitor experience through restaurants and retailers

Promote existing events, galleries or organizations

Make downtown Longmont one of Colorado's first Creative Districts

**VII.** 2012 Work Plan – Thoughts on project

a) Incentives – retail and residential incentives allocation was discussed and funding cap identified. Kimberlee and Brien will re-visit FIP criteria for objectivity and grant scoring. They will report back a draft to the board. Other incentives options discussed:

Catalyst project funding

Use of 2<sup>nd</sup> floor of existing buildings to add housing to the district

Focus grant funding to projects with the most bang for the buck

Use city grant for business start-up instead of DDA grant and use DDA grant to put value in the district

Upgrade historical buildings and current business storefront/facade

Add code issues (restaurants) for building interiors

Add a category or include category within existing category for historic preservation sites/buildings

Require businesses to disclose financial statement

b) Clean Up Date – downtown schedule is on April 27<sup>th</sup> and 28<sup>th</sup>. Kimberlee asked the board for volunteer assistance. Kimberlee and Del Rae will meet with the commercial realtors and property owners to discuss cleaning projects they have.

c) Alleyscape communications – weekly construction updates can be found in the new LDDA website. An every door direct mail will go out next week to parcels affected by construction. A door-to-door meeting with merchants will be done for the 300 and 500 East blocks before construction starts.

- d) Bike friendly/pedestrian friendly – an email was sent to the traffic engineers regarding traffic light signal timing, bike dismount zone will be implemented, additional or relocation of bike racks within downtown.
- e) Empty storefront Campaign – temporary signage on empty storefront windows with good visibility for projects like the Alleyscape or other events going on downtown. Second Friday in April will feature an empty store and host the Live Well by a collaboration of wellness businesses from 2<sup>nd</sup> to 6<sup>th</sup> Ave and Main St.
- f) Retail Recruiter – a document by a retail consultant was shared to the board with information pertaining to downtown retail recruitment. A local realtor was identified to potentially look at businesses to fill empty spaces. The realtor could discuss with property owner lease or rent options, property upgrade, etc.

**VIII.** Work Plan and Master Plan Updates

Master plan goals, policies and strategies were reviewed page by page. Items were added, removed, upgraded and evaluated. These will be transferred over to a new document.

Kimberlee distributed a survey sheet on the strategic areas of focus and priorities for 2012 for the board members to identify priorities.

**IX.** LDDA Missions Statement

Kimberlee will write a concise mission statement to be evaluated by the Board.

**X.** Adjourn

Meeting was adjourned at 3:30 p.m.

Respectfully Submitted by:

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Kimberlee McKee  
Executive Director LDDA

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Bill Sawyers  
Chairperson, LDDA