

**DRAFT MINUTES**  
**LDDA Board of Directors**  
**528 Main Street, Longmont, CO 80501**  
**April 24, 2013 – 4:15 PM**

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**Present:** Larry Stauss, Sharon Smith-Eisler, Burbidge Austin, Ex-Officio Member, City of Longmont, Jim Golden, Alex Sammoury, Joseph Perrotto, Robert Goff, Bill Sawyers

**Guests:** City of Longmont, Chris Huffer; Fay Reynolds; Tom Moore; Kelly Miller; Patrick Quinn, Kevin Miller; Lynn Owens; Eric Hozempa; Tony Kindelspire (Times Call)

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

**4. APPROVAL OF MINUTES**

A. Motion to approve the March 24, 2013 Board Minutes

**Motion:** Alex Sammoury moved to approve the corrected minutes, Burbidge Austin seconded the motion. Bill Sawyers abstained from voting due to his absence. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)**

Fay Reynolds commented on the parking lot being very pretty, parking for motorcycles are a good addition, however, there are only 3 handicapped parking in the 500E and 400E lots with several restaurants in the block. The 300E lot has one. She would like to see more handicapped parking spaces in all lots.

Tom Moore of Moore and Bishton Assoc. presented a picture of the planned Terry St. Brownstones project and indicated the interest to apply for incentives that LDDA can offer. They will come back to present a more detailed scope of the project.

Eric Hozempa checked-in with the board on meeting the deadlines for the action items discussed at the board retreat.

**6. FINANCE REPORT**

A. Finance Committee update – all incentive requests for \$10,000 and over will require a financial review. Businesses would be asked for a two year tax return, personal financials (new business), midyear-profit P&L statement, cash flow for existing debts, reserves, and other information as needed.

Consolidation of financial reports – Kimberlee showed a one-page summary report of major funds and operating statement comprising of different funds with revenues, expenses and balances. She plans to use this report moving forward. The board was in agreement to continue the form for a monthly distribution.

B. GID TIF Negotiation – Kimberlee discussed if we would like to ask the GID if LDDA can keep the 50% (\$23,713) of TIF they will get in year 31. Another option is for the 50% to remain in the GID as this doesn't bring enough revenue within the mil levy. The fund would be used for on-going GID maintenance. The board gave Kimberlee the direction to not request to the GID board for the 50% to get directed to the TIF, but to have it remain in the GID fund. The LDDA will ask the City to direct its 50% to be returned to the TIF. Kimberlee will send out an email to everyone the when a presentation to council is scheduled.

**7. EXECUTIVE DIRECTOR REPORT**

A. Longmont Theater Co. Holiday Show – LTC is asking for a \$2,000 royalty partnership/sponsorship from LDDA for their holiday show from 11/29-12/14. LTC would like to get the downtown businesses involved by giving a \$5 discount on show tickets at the box office to a patron with a receipt of \$10 purchase from participating businesses.

B. Hackathon App – a combined calendar of LDDA, Visit Longmont and LCA. The 14 yr old winner will start the project this summer.

C. Odd Fellas is willing to donate 2 pianos for the 400 and 500 East breezeways. The board gave Kimberlee direction to proceed with it.

CIP – Kimberlee will report back the CIP at next month's meeting. She also informed everyone of the new CIP which are the banners that will go at the west end of the alleys and breezeways. She would also like to use these banners for key gateway signage possibly at 1<sup>st</sup> and Main, 3<sup>rd</sup> and Martin and Longs Peak. Poles would have to be installed. The current cost of the alley poles are around \$9,000 each. The board gave Kimberlee direction to proceed.

Downtown Outreach – Kimberlee is planning on an outreach throughout the district. Downtown Colorado Inc gave her a proposal of a one-day tour to look at downtown perceptions, financial management changes. They would also host 4 business meetings to look at 4 core groups and have discussions with businesses. The cost would be about \$3,500 - \$5,000. This would be taken out from the \$25,000 budgeted for this. The board was in agreement to use this organization. Kimberlee is looking at scheduling the meeting in June or July.

**8. UNFINISHED BUSINESS**

Alleyscape Update – He also suggested that the board can make recommendations to the GID to increase amount of handicapped parking spaces. Kimberlee plans to add to the parking map that all spaces are waived of a time limit if there is a valid handicapped placard. Chris talked about the existing work at the 300E lot which should be completed by mid May. Los Arcos construction on the east side will start in May scheduled to be completed in June. West side alleyscape designs are still in process, bids should come in June. A meeting with the 300 Block property owners regarding trash enclosures is scheduled next week. Anticipated completion of 300W and 400W alleyscape is in November.

Mission and Vision: “To develop, support and promote a ~~vibrant~~ and valuable Downtown Longmont”.

Kimberlee asked the board for a word to replace “vibrant” in the mission. She had several suggestions and the board was in agreement to use the word ‘vital’.

**Motion:** Alex Sammoury moved to approve the ‘vital’ as a replacement to vibrant in the LDDA mission statement. Burbidge Austin seconded the motion. The motion passed unanimously.

Allocation of funds - discussed in October 2011 board meeting to include overages, banners, breezeway poles, lighting, trash enclosures, and removal of items from scope of project. The board decided to factor in \$204,000 to the budget so that cuts will not be necessary.

**Motion:** Alex Sammoury moved to approve the additional appropriation of \$204,000 to the CIP budget, Joe Perrotto seconded the motion. The motion passed unanimously.

**9. NEW BUSINESS**

DIP Incentives

Visit Longmont – Joe Ward presented the application for an awning at their new location at 512 4<sup>th</sup> Ave.

Total incentive cost is \$2,399.50. Kimberlee cited that the signage committee is still working on design criteria. Kimberlee will be in touch with Joe once criteria have been set. She will also check on the awning color.

**Motion:** Alex Sammoury moved to approve the application in the amount of \$2,399.50 pending signage criteria, Larry Stauss seconded the motion. The motion passed unanimously.

Dickens Tavern and Opera House – Lynn Owens applied for exterior lighting around the building to accentuate the architecture. Total incentive cost is \$2,437.50. The Historic Preservation Commission and the Building Dept and Code Enforcement has reviewed and approved the application. Alex Sammoury suggested Lynn checked with Energy Smart for lighting rebate.

**Motion:** Bob Goff moved to approve the application in the amount of \$2,437.50, Joe Perrotto seconded the motion. The motion passed unanimously.

Kimberlee informed the board that the DIP incentive requests above will now use 100,000.00 allocation set aside for these types of projects.

Signage/Design Guidelines – subcommittee of business and property owners met recently to generate design guidelines. The guidelines will have a section that spells out city code and will not be enforced until guidelines have been put in place. Signage incentives will also be available. Kimberlee will also discuss this at the next block captains meeting. She shared the draft guidelines to the board for review and input.

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

**11. ITEMS FROM THE STAFF - none**

**12. BOARD MEMBER COMMENTS – none**

**13. ADJOURN – 5:12 p.m.**