

LDDA Board Communication

Meeting Date: Wednesday, April 24, 2024

Current Incentive Fund Availability:

Retail Conversion: \$0	Signage: \$6,542	DIP: \$494,151	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. Approval of March 27, 2024 Board Meeting Minutes
1. d. 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. LDDA Work Plan

Executive Summary: Staff would like to finalize the 2024 LDDA Work Plan.

Highlights include:

- Business retention visits
- Plaza activation
- Microtransit
- Communications - construction
- Wayfinding implementation
- 600 Main
- Master Plan Strategic Action Priorities

Motion: Approve work plan as presented

4. b. Retail Conversion grant funds

Executive Summary: The DDA Board has awarded all available funds allocated for the Retail Conversion grant. This program has been popular and helpful in producing retail spaces desired by the community. Staff would like to continue this program. Currently, there are 5 prospects in the pipeline for a total of \$75,000 in 2024 (516 Main, 233 Main, 150 Main). Staff requests \$100,000 be allocated to this incentive program fund.

Motion: Allocate an additional \$100,000 to the Retail Conversion grant.

Old Business:

5. a. Wayfinding Costs/Priorities

Previously, the Board funded \$250,000 for gateway signage and an additional \$200,000 for other signs within the Wayfinding system. As cost estimates were finalized, the Board prioritized the phasing for the project. Recently, staff combined all available budget into one budget allocation for implementation of the Wayfinding system.

Currently, staff is completing phase 1, which includes parking ID and parking trail blazer signage.

Phase 2 entails replacing the existing large pedestrian kiosks (at the breezeways) and adding small kiosks at intersection corners. (See design sheets in packet).

Originally, there were not small kiosks at the intersections of 2nd and Main or Longs Peak and Main. Staff recommends we add these kiosks for the connectivity and engagement of downtown.

If we add four additional kiosks to phase two, it increases the cost by \$40,737, with a total of \$219,819.

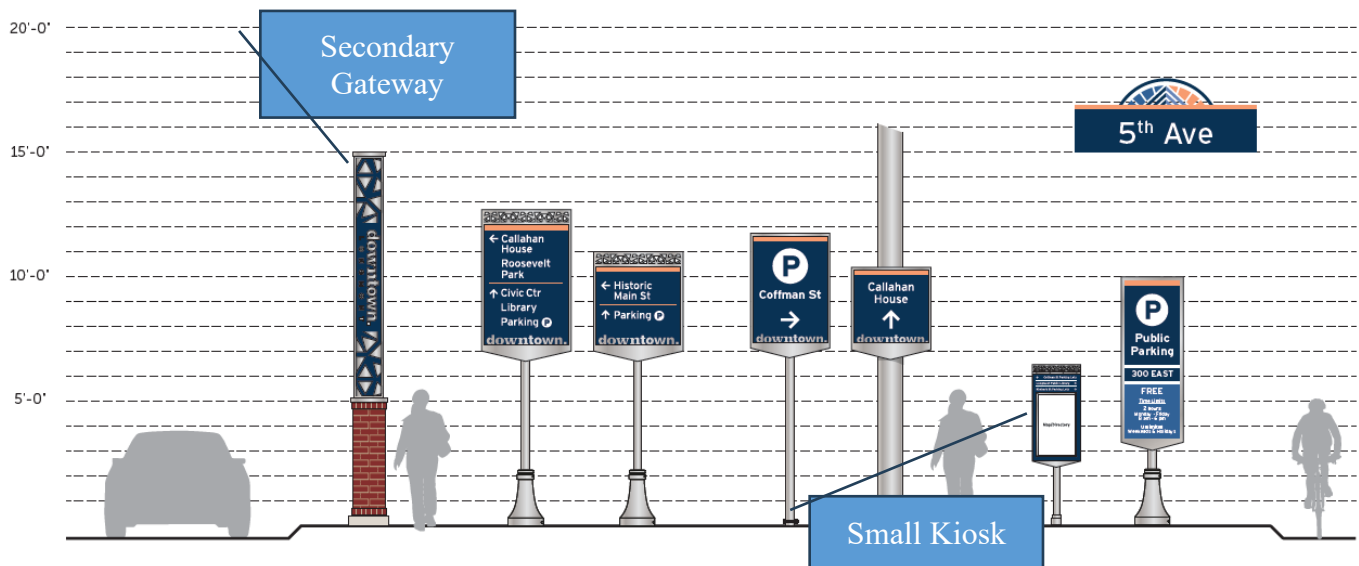
COSTS:

Phase 1 costs \$187,367 (Parking ID/Trailblazers)

Phase 2 costs \$219,819 (large and small kiosks)

Phase 1 and 2 costs total \$407,186 (with \$42,814 remaining)

Phase 3 is for the secondary gateway signs (\$28,750). Staff recently attended its annual conference in Durango and attended a walking tour/panel regarding wayfinding and establishing a sense of place. Current trends are to gravitate less toward monument gateway signage and more toward elements that create a sense of place, including murals, art, lighting, etc.



Questions:

1. Does the Board support the addition of the 4 kiosks?
2. Does the Board want to continue with the Phase 3 gateway signage or investigate other opportunities such as mural gateways?

5. b. Retreat Follow Up

How to build an approachable Downtown:

Each Board Member/Staff took a task to assist in building a welcoming Downtown. We will follow up bimonthly on progress. (See retreat minutes)

Three Questions for Engagement:

There was a suggestion to have some common questions for the Board to ask members in the community regarding Downtown. After discussion and input, staff recommends the three below:

1. What would encourage you to spend more time downtown?
2. When or why do you avoid downtown?
3. If you would change one thing about downtown, what would it be? Why is that important?

Action: Will the board commit to having at least one conversation per month with a community member and report back information?

600 Main Redevelopment Update:

Staff has ordered an electric assessment on the project. Engagement continues with groups, stakeholders and the community.

Staff worked with cultural brokers regarding how to engage the community in a conversation surrounding uses for the space. The goal is to establish a safe, welcoming space for the entire community and visitors.

Staff recommends convening a space planning team and hiring a firm to create the infrastructure of the space, including places for community gathering, music, hook ups for food trucks, and turnkey pop-up space. A community engagement strategy can be implemented to define how we take the basic infrastructure and add elements that represent an inclusive space for the community to enjoy.