

Longmont Downtown Development Authority

Wednesday, April 27, 2022 Board Meeting

3 pm (Special Presentation - City Council Chambers)

4:30 pm - Board Meeting immediately following) 320 Main St. (LDDA Office)

**SPECIAL PRESENTATION:** University of Colorado Boulder Community Engagement, Design & Research Center (CEDaR) Presentations of St. Stephen's Plaza Redesign (Approximately 3 – 4:30 pm – City Council Chambers – 350 Kimbark)

Move to LDDA offices for regular meeting – 320 Main St. (Approximately 4:30 pm)

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**Present:** John Creighton; Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto; Jim Wardell

**Absent:** Ex-officio Member - City of Longmont Jim Golden; Shiquita Yarbrough

**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, Joe Perrotto seconded the motion. The motion passed unanimously.

6. APPROVAL OF MINUTES

a. **Motion** to approve the March 30, 2022 Board Minutes: Joe Perrotto moved to approve the minutes, Wes Parker seconded the motion. The motion passed unanimously.

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

8. NEW BUSINESS

a. Development Update

Kimberlee gave an update of the current large development in the pipeline. It is going well and preliminary stages are advancing well. She talked to the National Development Council (NDC) about the development, a possible 200 block parking structure and proposed Town Center. They encouraged staff to look at all these as one large project and what it would do for the community. We will continue conversations with the City. Taking it as one project would make public financing better and would avail of additional funding options.

Jesters Theatre – Answering questions for developers that have made offers to the property

Granary project – There is no funding currently for the Community Revitalization Grant through Colorado Creative Industries. Developer is also building townhomes in front of it. There is a potential for History CO funding.

Kimberlee would like to hire an on-call construction project manager to manage developments in the pipeline. Everyone agreed.

b. Wayfinding Update

Budgeted funds were shared in the Board Communication. Some items that would need to be addressed are:

Parking signs and parking trail blazers will be top priority

Kiosks on Main St. – Keep current sidewalk kiosk structure and update the design or replace it entirely

Small (pedestrian scale) Kiosks – Will contain mapping feature, map directory, directional icons. May be placed at end of each block from 1<sup>st</sup> Ave. to Longs Peak Ave.

Joe asked if they have submitted a revised pricing. Preliminary cost was based on local vendors.

Kimberlee will meet with designer tomorrow and get a better idea on cost.

Color combination would be silver and blue.

Kirsten suggested putting QR code on maps.

Jim W asked if kiosks will be lit at night. Placement of kiosks would be near light poles.

Joe cited that this will need to get done soon.

Kimberlee asked everyone if they would be comfortable with 'Creative District' title on the back of the pedestrian kiosks. Yes.

Vehicular directional signage will wait when City is ready to proceed with wayfinding.

Chris asked about timeline for downtown wayfinding. Staff will need to get bids first.

c. Amend TIF Program Documents

Eligible expenses need amendments to clarify recommendations and changes as reflected in the packet.

Jim W asked definition of 'high' and suggested to make sure everyone knows what this means. Put an asterisk after the word to mean clarification.

**Motion:** Kirstin moved to amend document with language provided per the City Attorney, any changes, to it and an addition of "\*" after the word 'High' per Jim W. John Creighton seconded the motion and the motion passed unanimously.

9. OLD BUSINESS

a. Parklet Update

Staff contacted interested businesses to put together operational plans in place for use of parklets. To date, 13 ½ parking spaces and some sidewalks will be used for businesses to extend services.

Sidewalk Space Use – Dryland Distillers, Aime's Love and Tangerine

Parklets - Main St. Eatery, Ziggi's, Crackpots, Abbott & Wallace, Pumphouse, Jefe's and Mike O'Shays

Jim W asked how long the life cycle would be for parklet usage. Possibly thru the life time, and options are being explored for use at other areas of the city or other towns may purchase these.

10. LONGMONT CREATIVE DISTRICT UPDATE

a. Strategic Planning & Fund Raising

Joe shared 501(c)3 completion, SCFD process is going on and they are focused on getting established. Kimberlee added fundraising campaign and events in the pipeline. Membership paying forward model being considered.

Kimberlee shared that 3 buildings north of 300 E breezeway are being rehabbed and mural on the wall (300E breezeway) will need to be taken down due to extensive structural damage in the building. She contacted the artist and Kirsten will contact Leona Stoecker to inform her of the removal of her image.

11. FINANCE REPORT

a. CIP Budget

3 projects currently recommended for funding:

1. Standard Parking Lot Rehab – \$10,000 for 2023
2. East side Alley/Breezeway Maintenance – 100,000 funding
3. Main St. Corridor Plan Speed Mitigation – Enhancing pedestrian and bike traffic and reducing to 1 lane on Main St. This is estimated at \$15 million which will happen after Coffman St. Corridor Project in 2023-24 design phase. This is pending partnership with the City of Longmont.

Chris added this to be a high priority from the board retreat.

Joe asked about timeline. No idea yet.

Kirsten was encouraged that the project is being looked at as a whole

John cited needing good communication strategy to all parties.

**Motion:** Joe Perrotto moved to approve the CIP projects as presented, Jim Wardell seconded the motion. The motion passed unanimously.

12. EXECUTIVE DIRECTOR'S REPORT

a. TIF Extension Update

Colorado DDAs met at the DCI conference and talked about building relationships with younger DDAs to get awareness and support from communities, look at statutes, education and awareness and lobbying campaign. Kimberlee will put together a budget for a lobbyist and report back.

b. Vista Position Update

New leadership at Americorps has changed the way they approve the Vista Assignment Description (VAD) for the position and the LDDA and Visit Longmont may not qualify for a Vista this time. If each organization cannot move forward with a VISTA, Kimberlee will work with Visit to possibly hire a part time position for both organizations to help with social media and other office tasks.

13. ITEMS FROM STAFF

a. Event Update

WWMS – Colin shared that the event sold out 700 tickets, 461 ticket holders were from Longmont. He thanked John for the sponsorship and Jim W for volunteering. Higher wages were paid to musicians and he received good feedback. Pedestrian count 42% higher.

Emelie acknowledged Kimberlee’s strong leadership in the Colorado DDAs as evident during the DCI conference staff attended.

Del Rae gave an update on Clean & Green with 100 volunteers, breakfast provided by Moe’s Bagels and lunch by former Smokin’ Bowls.

14. BOARD MEMBER COMMENTS – John saw the courtyard at Spoke on Coffman looking great.

Chris shared he was recognized as teacher of the year during graduation ceremony at the FRCC.

15. ADJOURN

**Motion** to adjourn the meeting: Joe Perrotto moved to adjourn the meeting at 5:41 pm, John Creighton seconded the motion. The motion passed unanimously.

Respectfully yours,

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**Kimberlee McKee**  
Executive Director, LDDA

**Chris McGilvray**  
Board Chair, LDDA