

downtown.

L O N G M O N T

LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

April 3, 2019 – 4:15 p.m.

Present: John Creighton, Ex-officio Member; City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Jim Wardell; Thaxter Williams; Kirsten Pellicer

Absent: Joe Perrotto, Emelie Torres

Guests: Heather Beasley, Brandy Coons, Richard Greening

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys;

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS – none

3. APPROVAL OF AGENDA The Executive Session, #12, will not happen today.

Motion: Kirsten Pellicer moved to approve the agenda with the change, Jim Wardell seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the February 27 2019 Board Minutes: Chris McGilvray moved to approve the minutes, Kirsten Pellicer seconded the motion. The motion passed unanimously.

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

6. PRESENTATIONS

- a. ArtWalk 2019 Sponsorship Request – Heather Beasley, ArtWalk Board President, discussed the potential merger of ArtWalk and Firehouse Art Center. ArtWalk is requesting a \$6,750 sponsorship from LDDA for 2019's two events (May 11, Sept. 21). ArtWalk could become flagship summer events for the Firehouse. It is currently a year of transition. Events will stay the same as last year except for May, where the footprint will just be 3rd – 6th Ave. The Sept. event footprint will be 3rd – Longs Peak. Asked LDDA to help gather post event surveys from Downtown businesses. This year they are adding DJs, dancing, and buskers to activate spaces throughout the blocks. Kimberlee asked if any businesses were concerned about the smaller footprint for the May event. Brandy said one business was concerned. Historically LDDA has heard concerns from some of the 600 block businesses about the event ending at 6th Ave. Kimberlee asked how many business sponsors have committed. Currently they have 9 paid sponsors. They expect 20-25 participating Downtown businesses based on historical data. Kimberlee asked how things are going with the lawyers for the merger. Moving along, but slowly. Kirsten asked about how the Boards will merge. They will work and adapt the board merging accordingly. They are looking to expand the ArtWalk event in future to a longer time frame. Kimberlee asked if there was a chance to bring back a 3rd event, whether a 3rd ArtWalk or other event (such as Chalk Art). It depends on how the merger/board adaption goes. The sponsor dollars are being used to increase live entertainment, such as DJs, fire dancers, and are still investigating others.

John Creighton arrived at 4:23pm

Chris asked how many sponsorships last year? The average is close to 20 sponsors. Kirsten asked if this sponsorship will impact any other LDDA commitments. Kimberlee said we have a couple new ones: Farmer's Market and a July Concert. In previous years ArtWalk had paid staff so costs to run that are

now being covered with volunteers. Kimberlee requested more prominent placement of Creative District logo.

Motion: Chris McGilvray moved to approve the sponsorship of \$6,750, Jim Wardell seconded the motion. The motion passed unanimously.

7. OLD BUSINESS

- a. 2019 Work Plan metrics – Kimberlee discussed the work plan metrics. Some goals are pretty ambitious and may take more time.
 - i. 1st section/Downtown vibrancy: Redevelopment of 30 properties to include enhancements also.
 - ii. 2nd section/Downtown productivity: Property tax and sales/use tax %. Jim suggested checking more projections for property value. Group wanted to change “increase sales/use tax” to “increase taxable sales/use tax”. Marcia asked about structural assessments for buildings that have potential 2nd/3rd floor. Kimberlee is working on two assessments Downtown and learning from those projects so we can do these more easily in the future.
 - iii. 3rd section/Creative Culture: Ok as is.
 - iv. 4th section/Safety & Comfort: Take out reducing the crime rate. Add perception versus statistics with an annual survey.
 - v. 5th section/Connectivity: change “complete alley planning on 200/600 blocks” to “begin alley planning...”
 - vi. 6th section/Collaboration: Kimberlee said we would be up for recertification for the Creative District which is due in July, 2019. Add to the Creative Culture section.

Motion: John Creighton moved to approve the Work Plan metrics with the discussed changes. Chris McGilvray seconded the motion. The motion passed unanimously.

8. NEW BUSINESS

- a. ReCast Boost Report - Kimberlee reviewed the ReCast Boost Summary Strategy.
 - i. E for All Collaboration Opportunity – This accelerator program offered in English/Spanish is looking to expand to Colorado. It works with individuals to take a dream into a viable business. People pitch their ideas and are matched with capital in a grass roots type system. Annual operating costs for the program is \$300,000. They are at \$260,000. The LDDA budgeted \$10,000 for artisan manufacturing implementation. E for All would be a good use of those funds. They use a community advisory board during the vetting process. They value all community priorities and would work to meet those goals. There’s no guaranty the recipients will all come Downtown. We can try and match winners to Downtown. Chris said the Chamber of Commerce is probably going to sponsor as well. Group mentioned concern about sustainability. \$10,000 would go toward Fall 2019 and Spring 2020 cohort sessions.

Motion: John Creighton moved to approve the \$10,000 funding. Chris McGilvray seconded the motion. The motion passed unanimously.

9. FINANCIAL UPDATE

- a. Capital Improvement Project Budget – Kimberlee is starting to work on CIP budgets. Things on are radar are extending the medians to the 200/600 block and building up the 100 block; starting 200/600 block alley planning; the Coffman St. extension; and parking lot rehab work. Kirsten asked to add the plazas. Chris asked to add gateway signage.

10. EXECUTIVE DIRECTORS REPORT

- a. 121 Main St. Appraisal – We are moving forward getting the appraisal.

- b. Wayfinding meetings are coming up and May 9 is the kickoff meeting at the Longmont Museum, 7-9pm. We got a new parking data collection quote from Kimley Horn for \$17,020 (down from \$21,000). They'll benchmark everything from the 2016 plan and update with 2019 data. Smoking ordinance restriction is tentatively on the agenda for Council Study Session on April 16. The Downtown ordinance would be added to the current City Smoking Restriction Ordinance. Want to also update Public Land Ordinance to include breezeways and micro plazas (Los Arcos seating areas) and want to include 6th Ave. Plaza as well. Would not include St. Stephen's as it's privately owned by LDDA. On May 1, from 10am-2pm, the CU students will return to give some in depth presentations on their Downtown projects. The Board is invited to attend all of these meetings.

11. ITEMS FROM STAFF - none

12. REMOVED FROM AGENDA - EXECUTIVE SESSION

13. BOARD MEMBER COMMENTS – none

14. ADJOURN – LDDA Board Meeting adjourned at 5:40pm

15. RECONVENE AS DOWNTOWN DESIGN BOARD – 5:40 p.m.

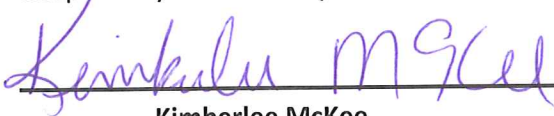
a. Design Advisory Board Appointment

Paula Fitzgerald resigned from the Design Advisory Committee. Pam Hora is a Sr. Planner from Tetra Tech and is recommended for replacement.

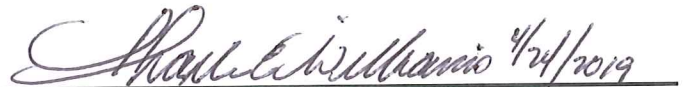
Motion: Kirsten Pellicer moved to approve the replacement. Chris McGilvray seconded the motion. The motion passed unanimously.

ADJOURN – Design Advisory Board meeting adjourned at 5:41 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Thaxter Williams
Chairperson, LDDA