

**Present:** John Creighton, Chris McGilvray, Wes Parker, Joe Perrotto, Jim Wardell

**Absent:** Emelie Torres, Ex-officio Member: City of Longmont, Jim Golden, Kirsten Pellicer, Shiquita Yarbrough

**Guests:** Scott Cook, Kathy Stevens (Longmont Area Chamber of Commerce)

**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

**Motion:** Joe Perrotto moved to approve the agenda, Wes Parker seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the June 28, 2023 Board Minutes. Joe Perrotto moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

6. NEW BUSINESS

a. Incentives

- i. 528 Main St. – Longmont Area Chamber of Commerce is doing a renovation to their space. They have a lot of members, residents, and tourism traffic at the Chamber. The back area of building will be upgraded with the current single back door expanded into two double doors. The two alley facing windows in the conference room will be replaced with double doors.

**Motion:** Approve the Façade Grant for \$10,000 by Joe Perrotto, seconded by Jim Wardell. The motion passed unanimously.

- b. Micro transit / Shuttle Service Presentation – Phil Greenwald presented. System of 4-6 vans that hold 6 passengers each. Call/use app for service request and reach your destination within 30 minutes. Take you to major intersection or a block or two from your home/destination. System is adaptable. City would administer program and a private contractor would run it. Hoping to get electric vehicles. Service can be adjusted as needed. It would be a paid for service. May be a free intro time period. RTD offers a FlexRide and Call-n-Ride that don't operate so well. This microtransit could replace that. This would be an RTD Partnership Program. They are offering up to \$600,000 for the project. New RTD transit fares go into effect in 2024. Council approved to pursue this program with RTD and it's budgeted for 2024.

Downtown Shuttle opportunity: survey businesses, incentivize employees, and determine stops/routes. City now has property at 1<sup>st</sup>/Main and there's excess parking at 8<sup>th</sup>/Coffman. Hotel Longmont and Coffman St. Busway Project will both impact parking. Golden is using a shuttle right now and average 70-80 riders. Suggest Monday – Friday and 12 hours of service

per day. Could use Downtown Gift Card award to incentivize downtown employees to use the system. Initial estimate is \$300,000 that includes package of incentives, signage, and outsourcing to a provider. John walked the Spoke and Terry St. at 10am on a Thur. Over 200 spaces open. Can we use the Spoke on Coffman garage BC/BCHA open spaces and on street spots on Terry St.? Employees could park here all day and shuttle picks up from here. Would have to meet with County Commissioners. Kimberlee will ask if the Thrash Group would partner in this shuttle. Get sponsors. Ideally would like to start when projects start. Anticipate Coffman St. Busway will start in March 2024.

- c. Data / Master Plan Update - Downtown sales tax is trending ahead by 6.9% of 2022. Strong January. Heard June was tough for retailers due to the rainy weather. Reviewed Placer.ai data. Up 5% in visitorship. A lot of people coming up from the I-25 corridor. Getting more visitors from Lafayette and Johnston and people coming from Boulder. The 65+ is largest age group in Downtown. Workforce has decreased since 2019 but higher workforce than 2022. Website seeing higher pageviews and visitors and social media followers are growing.

## 7. OLD BUSINESS

- a. Wayfinding - did have an award winner and waiting to finalize purchasing documents before we can announce the contractor. Focus initially on parking lot ID signs, parking trailblazers, and kiosks.
- b. Alley Planning - got initial draft plans for 200/600 block alleys. High level estimate came in at \$2,000,000 per alley and \$1,500,000 is to underground utilities. If cost prohibitive to underground we asked if overhead wires be cleaned up. LPC said that's possible. We will revisit with LPC.  
City asked what is our priority among 2<sup>nd</sup> Ave. sidewalk improvements, maintaining current alleys, and updating 200/600 alleys. Board thinks maintaining current alleys is a priority. Would be worth getting idea of construction drawings/costs for the 200/600 alleys. Kimberlee will check into.

## 8. LONGMONT CREATIVE DISTRICT UPDATE

- a. Longmont Arts Week & Creative Grant Update - had a Creative District Happy Hour.

## 9. FINANCE REPORT

- a. 2023 Budget -
  - i. Ops budget decreased from 2022. Had a 1-time expense of \$15,000 to upgrade our laptops, increase in liability insurance, staff will attend DCI conference in Durango.
  - ii. GID budget increased \$10,000 from 2022. Increase in flowers, liability insurance, and cleaning/trash pickup services.
  - iii. Parking budget increased \$12,000 from 2022. Permit costs are going up, increase in liability insurance, maintenance, and cushion for parking consultant resources.
  - iv. Arts & Entertainment budget increased \$35,000 from 2022. Increase in Winter Walkabout and Concert production expenses, holiday lights, promotional delivery door to door, holiday expenses, artist stipends, and utility costs.
  - v. Construction Fund and Project Management fees (4%): Metrics, Cultural Projects, Parking Study Update Phase 3, Placer.ai subscription, Economic Vitality, Spoke Maintenance, Event Trailer, Microtransit/Shuttle, refund existing incentive balances, and camera subscription.
  - vi. Revenue projections: building permits, decrease in parking permits, sponsorship/event sales increase, and rent payment from Visit Longmont. Budget for a purchase/land acquisition? We can appropriate it when we need it.
  - vii. Board will discuss events again in the September or October Board meeting.

Motion: John Creighton motioned to approve the budgets as presented with two budget changes: decrease parking permit revenue to \$75,000 and increase parking permit revenue to \$60,000. Joe Perotto seconded the motion. The motion passed unanimously.


10. EXECUTIVE DIRECTOR'S REPORT

- a. Development Update - We were ineligible for the Brownfield grant at 6<sup>th</sup> Ave. and Main St. because there was already an active cleanup on the site that was funded by federal dollars. Met Jack Bestall for his 121 Main St. project. Looking at other developments in the 1<sup>st</sup>/Main area.
  - b. DOLA Grant - we missed the opportunity to apply for this because we didn't have info regarding site clean up to apply.
11. ITEMS FROM STAFF - Del Rae mentioned the Coffman St. Water Line project will run through mid-September; 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> Ave. repaving work between Main and Terry St. to start soon; and parking lot striping in the 500 E, 400 E, 200 E and 300 W parking lots in mid August.
12. BOARD MEMBER COMMENTS - Chris said he/Kimberlee had a good meeting with FRCC leadership and their campus presence in Boulder County.
13. ADJOURN

Respectfully yours,



Kimberlee McKee  
Executive Director, LDDA



Chris McGilvray  
Board Chair, LDDA

