

# downtown.

L O N G M O N T

## LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

August 22, 2018 – 4:15 p.m.

**Present:** John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; Alex Sammoury; Thaxter Williams

**Guests:** Brien Schumacher, Tony Chacon, Trevor Owens, Brian Bair, Matt Herrington, Dane Hix, Patrick Bohler, Wade Eager, Linda Gleitz, Josh Young

**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** – Chris shared Front Range Community College's 50<sup>th</sup> birthday celebration on Sat, Aug. 25, 2-6 p.m. in the Longmont campus. The event will have kids' activities, food and craft beverage.

**3. APPROVAL OF AGENDA**

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

**4. APPROVAL OF MINUTES**

- a. **Motion** to approve the July 25, 2018 Board Minutes: Joe Perrotto moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)** – Thaxter introduced Tony Chacon, the new Redevelopment Manager of City of Longmont. His professional experience includes City of Aurora, Urban Renewal Supervisor, and City of Westminster, Revitalization and Redevelopment.

**6. INCENTIVE**

- a. South Main Station – formal submittal for FIP

Brian Bair re-captured development information to bring new LDDA Board members up to speed. He shared aerial view and building elevations of phase 1. South Main Station will have 314 residential units (15% studios, 60% 1 BR, 25% 2 BR) for lease, 10,000 sq. ft. of retail spaces on the ground floor of buildings 1 and 2 facing Main St. They will also build town homes on phase 2 which would be for sale. Development of Granary building/area is being worked on as part of phase 1. Parking lot north of Cheese Importers on Main St. is on hold for now.

Patrick Bohler showed samples of building exterior materials and colors, a combination of concrete block, stucco, brick, fiber cement, aluminum, corrugated metal, glass and art deco materials.

Kimberlee asked about the plaza on Main St. This could be extended depending on commercial tenant.

Parking will have approximately 408 spaces to include under-building, surface, single/private garages, carports and on-street.

Ideal tenant for the commercial spaces would be restaurants and offices. The amenities would have the neighborhood and community in mind.

Timeline will start with building 4 completion in October 2019 and the rest to follow suit every 40 days thereafter.

Kimberlee stated the development had met all criteria for a catalyst project. In the Redevelopment Agreement, the Board had previously approved Façade Improvement Program (FIP) and Development Incentive Program (DIP) funds to be reimbursed to the developer upon completion of the project. As part of the FIP grant, a lien is put on the property until the tax increment is met. Staff projected this criteria will be met within five years of tax collection.



**Motion:** Chris McGilvray moved to approve the formal FIP application, Jim Wardell seconded the motion. The motion passed unanimously.

## **7. NEW BUSINESS**

### **a. Smoking restrictions**

Survey results from business and property owners were shared. Out of 114 responses, there was strong support in favor of a smoking restriction (nearly 75%). Main St. and the breezeways were top on the list for smoking restrictions, with breezeways, alleys, and everywhere downtown next. Boulder County Public Health provided information of other towns with restrictions for LDDA reference as well as supported the initial survey development to businesses. Current distance for smoking restrictions on Main St. in Downtown Longmont is 15' from an entrance.

Kimberlee discussed conversations with City of Fort Collins, which cautioned staff to make sure that the consequences of the ordinance are adequately thought through. Also, that adequate outreach is completed before an ordinance is adopted. Their penalty system was a 2<sup>nd</sup> degree misdemeanor and mandatory court appearance. City of Golden had a strong support from the public to support a smoke free zone in Downtown, brought by citizens. Penalty system is through a ticket. Park Rangers could be an option to monitor smoking restrictions and issue tickets. In addition, they monitor parks and greenways.

Kimberlee plans to do additional outreach and collect more input before making a recommendation to the City Council. Chris would like to see a community survey with the same questions from businesses and property owners. Kimberlee also cited possible involvement with Code Enforcement or City Council for door to door visits to businesses. She would also want education and awareness of businesses about non-smoking ordinance through the Boulder County Health program.

Jim Wardell asked how long have other cities had their non-smoking regulations and if there was any information on how designated areas impacted businesses positively/negatively in other Downtowns. Ft. Collins had it for 3-4 years with issues that were resolved as they moved forward. Kimberlee also spoke with Downtown Boulder Manager who shared that businesses expressed concerns about non-smoking regulations outside of restaurants and bars. The alleys have been used as smoking areas where regulations are not always imposed. Kimberlee will ask City of Golden's input also. Del Rae added that their community and City Council are in full support of the regulations that events were not even affected in Golden.

Jim also asked if Boulder, Ft. Collins and Golden are successful with their designated smoking areas in Downtown. Del Rae stated that the alleys are the common areas used for these. City of Golden allowed businesses to have the option to expand and post a sign for non-smoking distance around their buildings. Extensive training was done to City of Golden businesses and employees after the ordinance was passed. Chris agreed to educating businesses to avoid confusion. Thaxter added extensive research and thought process are needed prior to ordinance.

John Creighton asked about vaping being included in the ordinance. Kimberlee asked the Board for their input. She also asked them where the ideal smoking/non-smoking areas should be. She will include this question in the next survey also. Kirsten cited Main St. and breezeways for non-smoking areas and be mindful of business owners, employees and residents who are smoking. A Downtown Residential Advisory committee agreed about alleys being the designated smoking areas. Jim expressed safety concern in the alleys where deliveries take place. Kimberlee stated that only non-smoking areas would have signage. The alleys would not have signage so individuals can choose to smoke there and would be responsible for their safety. The alley pavers are perfect for the cigarette butts litter to live and maybe more ashtrays can be provided to encourage people to use it and not flick the butts.

Kirsten suggested that research would show how vaping and the trend is addressed. It is already restricted in schools, planes etc. John added that it would create confusion to restrict one and not all.

Harold Dominguez, City of Longmont Manager, suggested a joint meeting with City Council to further discuss the issue in addition to safety initiatives/concerns, i.e. cameras in Downtown.

## **8. FINANCIAL UPDATE**

### **a. Budget Updates – Jim will submit budget to City Council in September.**



- i. The Board adopted a policy to take 4% project management fees for TIF projects they implement from the Master Plan of Development. Below shows a table of fees and proposed allocation for the 2019 budget:

	2019	2019
Project	4% PM Fees Generated	PM Fees allocated
South Main Station		\$15,000.00
Economic Vitality	\$1,000.00	\$1,000.00
Placemaking	\$7,200.00	\$5,000.00
Connectivity	\$2,000.00	\$1,500.00
Creative District	\$800.00	\$800.00
Alley Planning	\$1,000.00	\$1,000.00
Incentives	\$1,000.00	\$1,000.00
Total	\$13,000.00	\$25,300.00

2020 Expense

500 Coffman St	\$80,000.00	\$15,000.00
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Total Budgeted PM Fees \$40,300.00

Kirsten inquired if DDA budget would take a shortfall with the current City budget reduction and where would source come from to supplement it. Are there things in downtown that would affect the budget? Jim said there would be a presentation to City Council on Tuesday.

As part of the DDA TIF negotiation in 2013 with City Council, a portion of the TIF dollars collected are designated for Infrastructure Replacement. For 2019, the allocation is \$41,767.

**Motion:** Chris McGilvray moved to approve the Project Management fees budget of \$40,300. Joe Perrotto seconded the motion, the motion passed unanimously.

**Motion:** Kirsten Pellicer moved to approve the \$41,767 infrastructure replacement allocation from TIF dollars. Chris McGilvray seconded the motion. The motion passed unanimously.

## 9. EXECUTIVE DIRECTORS REPORT

Kimberlee has received applications for another AmeriCorps Vista position with the LDDA.

She will also start process of RFP for wayfinding signs.

The temporary pedestrian islands have been installed on the 500 block of Kimbark. John and Del Rae, frequent crossers of the street, like the addition. Permanent installation will be later this fall. Speed signs are being installed and awaiting electric connectivity. White stripes on crosswalks on Kimbark St. will be painted in the fall and LDDA can paint pattern desired between stripes. Kimberlee will send a thank you note to the Transportation Dept. on behalf of the Board.

Staff is working with Avocet on marketing campaign for Downtown, using humor to get people to park once and explore and keeping pedestrian safety tips in mind. Marketing will cross over with holiday promotions.

A pedestrian and bike counter report on 500, 400 and 300 blocks of Main St. was provided with recent events (Cruise Night and 2<sup>nd</sup> Friday) showing increase on foot traffic. The pedestrian counter will continue to be moved in different areas in Downtown. Data collected will be used to recommend bicycle dismount enforcement on Main St. to City Council.

## 10. ITEMS FROM STAFF - none

## 11. BOARD MEMBER COMMENTS – Thaxter shared Kimberlee’s certificate of Business Retention and Expansion course completed in Denver last week.

## 12. ADJOURN – 5:34 p.m.

RECONVENE AS DOWNTOWN DESIGN BOARD – 5:34 P.M.



1. Design Advisory Committee designee appointment – Cory Powers of Avocet Communications was appointed to replace former committee member. Chris asked how we recruited for the position. Kimberlee said that originally the Board wanted representation from a marketing firm located within Downtown. Cory will be replacing that position. She added that the Board could consider additional appointments if it would like.

**Motion:** John Creighton moved to approve the appointment of Cory Powers, Kirsten Pellicer seconded the motion. The motion passed unanimously.

**ADJOURN – 5:37 P.M.**

Respectfully submitted by:



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**Kimberlee McKee**  
Executive Director, LDDA



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**Thaxter Williams**  
Chairperson, LDDA