

Longmont Downtown Development Authority
Wednesday, August 25, 2021 Board Meeting Minutes
4:15 p.m. 320 Main St. – LDDA Offices

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

Absent: Joe Perrotto, Emelie Torres, Colin Argys

Guests:

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser

Agenda:

1. Regular Meeting called to order and silent roll taking
2. Board & Ex-Officio Member Comments
3. Approval of the Agenda

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

4. Approval of the Minutes

Motion to approve the August 4, 2021 Board Minutes: Wes Parker moved to approve the minutes, John Creighton seconded the motion. The motion passed unanimously.

5. Public invited to be heard (5 minute max per speaker)
6. New Business
 - a. Development Update & Visioning Exercise – Board held a visionary discussion to look at available parcels, recommendations for mixed-used projects, etc. Kimberlee gave an overview of the Development pipeline. The south end included the 1st and Main Transit area, building 5 of South Main Station, 121 Main parcel (next to Cheese Importers), future development opportunities on either other side of 1st, flour mill potential redevelopment, City acquired property on 2nd Ave. to create a secondary access road supporting future development, and the 3rd and Atwood housing project. LDDA can apply for a CCI grant that can be applied to the granary/townhouse project of SMS. Still need to work on the common things that get the permitting process bogged down. Opportunity to discuss with Jesters about their property on the 200 E block of Main and their plans to stay or sell. The 121 Main development opportunity will have parking.

Kimberlee reviewed a map of other potential redevelopment opportunities off Kimbark and Coffman St. She mentioned the 350 – 360 Main St. property was recently sold and the new owner is interested in renovating. Her property would qualify for a Historic Tax Credits grant as these are historic properties. The Elks is looking to upgrade the windows on their ballroom space and will apply for a Façade/DIP Grant. The 300 W parking lot development project interest includes a proposed Carvana parking system. Kimberlee met with Independent Financial to discuss their open parking lots. They

have some interest. US Bank property has potential and currently is still closed due to COVID. The E side Kimbark opportunities are all LDDA parking lots and the 6th Ave/Main St. vacant lot (formerly a gas station). Board said to add the Times Call parking lots as potential development parcels.

Jim W. asked if there is any demographic info of the SMS residents. Kimberlee can get it. Could help us know what disposable income new business and residents are bringing here. Kimberlee said it's a wide range of incomes. John said he sees a trend of grandparents purchasing second homes in Downtown to be close to family. With more housing coming downtown, still need a food market. Subsidizing assistance may be useful for a market. Education is mentioned in the Master Plan and should still be a priority. Hotel is still of interest (off Main St. would be nice fit).

What is the LDDA role? Are we purchasing, putting out an RFP? Most of Board agreed to not be risk averse and take more risk. LDDA could purchase property and do an RFP to clean it up and make it development ready. Kimberlee will look at different options, such as utilizing the Enterprise Zone to support purchasing a property. Kimberlee asked what is needed nearby to compliment a hotel.

Suggestions were restaurant, distillery, brewery, entertainment venue, and shopping.

Keep in mind places where grandparents can take their kids, so more kid friendly. Kirsten asked about 380 Main. It is still empty and needs character.

Conclusion is that LDDA is willing to be more in the driver's seat for land acquisition (consider 6th & Main as a starting point), and emphasize education HUB, food market, hotel, housing. Keep in mind multi-model transportation. How will we handle parking during developments?

- b. Colorado Department of Local Affairs: Main St. Open for Business Grant Application. Kimberlee applied for a few key properties Downtown including 435 Main (Massage/resident building - replace metal awning and sign), 457 Main (Yarn Shoppe - replace metal awning and sign), and 332 Main (Old Town Marketplace - improve alley facing entrance/dock). One of the criteria is that the Board approves the application for the grant. All properties had approached LDDA regarding these changes, but have been unable to complete the repairs.

Motion to approve the LDDA application for the Main St. Open for Business Grant: John Creighton moved to approve the motion, Jim Wardell seconded the motion. The motion passed unanimously.

7. Old Business

- a. Visit Longmont Space Sharing Agreement - we will make it more robust in the future.

Motion to approve the Visit Longmont Space Share Agreement: Kirsten Pellicer moved to approve the motion, Wes Parker seconded the motion. The motion passed unanimously.

8. Financial Update

- a. Funding update - we applied for DOLA and NEA grants. There's a CTO grant for marketing opened to other districts. Will meet with other economic development entities and discuss other opportunities to

partner and bring employment downtown (LEDP). Kimberlee asked what restaurant tax revenue is compared to 2019. Restaurants are up 60% in June and 70% overall for the 2021. 2019 was up 8% for the year. Grub Hub may be affecting this high rate, as it is hard for the City to distinguish between restaurant and delivery service tax collected.

Downtown as a whole in 2021 is up 46% for June and 26% for 2021 YTD.

9. Executive Director Report - Visit Longmont opened up and is nice addition. The only/first Downtown concert of 2021 is Fri., 8/27 from 6-9pm.
10. Items from Staff - none
11. Board Member Comments - Jim W. said Dry Land is doing well and the new GTO Tacos is good. Chris said this Fri., 8/27/21, is the Unity in the Community event. There is a before hours at High Plains Bank at 7:30am and after hours is the Downtown Concert at 4th & Kimbark.
12. Adjourn - 5:26pm

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA