

MINUTES
LDDA BOARD OF DIRECTORS
528 Main Street, Longmont
September 23, 2009

Present: Board Members: Robert (Bob) Goff, Bruce Sessions, Todd Skaw, Burbidge Austin, and Sharon Smith-Eisler; Ex-Officio Member: Jim Golden; and Councilmember: Karen Benker

Absent: Board Member: Bill Sawyers

Guests: Tony Kindlespire (Times-Call); Bill Nichols (Cayenne Kitchen, Owners); Brad Power (City of Longmont Director of Economic Development); Brad Schol (City of Longmont's Planning and Development Services Director); Dr. Peter Schmid (COCA); Keith Burden, Cotton Burden (Burden Inc.); Gaynor Nelson; Gary Wheat (LAVA); Frank Kaven (Martini's Bistro); Karin Waters (OFAC); Dr. Michael & Jeanne Schmid; Jon Van Benthem (abe Designworks); Jennifer Vecchi (Vecchi & Associates); Dana Crawford; Tom McCoy; Bob Glassner; Tracey Taylor-Sea (Longmont Chamber of Commerce); Eric Hozempa (Longmont Community Foundation); Donna Wormke; Ron Wormke; Joanne Kirves; Anne Schmid; Scott Fraser; Barbara Hardesty; Don Sniffin; Mike McDonough; Lonnie Peterson; John Farmer; Judi Supplee (Encore Home Styles), Bob Smith (Huntington Learning Center); and Steve Elliott.

Staff: Executive Director, Mary Murphy-Bessler and Executive Assistant, Denise Crosby

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING at 4:22 PM.

2. BOARD AND EX-OFFICIO MEMBER COMMENTS: Bob Goff gave kudos to Mary Murphy-Bessler and the LDDA staff for a great Festival On Main event. He noted it was the most successful Festival On Main we have ever had. Bob said we had an outstanding summer in the DDA with this event and the Concert Series and it is something we can build upon for an Arts and Entertainment District.

3. DOWNTOWN DEVELOPMENT DIRECTOR REPORT: Mary Murphy-Bessler introduced Brad Power, the City of Longmont's new Director of Economic Development. Mary gave an update on the 380 Main Project: Brien Schumacher was working with Barry Hamilton and the bank on an escrow agreement to get the financing in line; and construction on the brick portion of the building could be started in a couple of weeks. Mary noted Gary Wheat and the Longmont Area Visitors Association (LAVA) staff put on a successful Downtown Mustang car event. Gary Wheat thanked Mary and her staff along with the Downtown businesses for contributing to the success of such events. Gary said he was looking at doing other Classic Car events in Downtown as well. Mary said Gary and his assistant, Sue Henderberg, have been very supportive of the Downtown.

4. APPROVAL OF AGENDA: A motion to approve the agenda was made by Board Member, Todd Skaw and seconded by Board Member, Sharon Smith-Eisler passed unanimously.

5. APPROVAL OF MINUTES: A motion to approve the meeting minutes from July 22, 2009 was made by Board Member, Todd Skaw and seconded by Board Member, Sharon Smith-Eisler passed unanimously.

6. PUBLIC INVITED TO BE HEARD: None.

7. NEW BUSINESS:

a. Election of Officers

Mary Murphy-Bessler gave an overview of the positions prior to nominations.

A motion to approve Bob Goff as Chair of the Board was made by Board Member, Todd Skaw and seconded by Board Member, Karen Benker passed unanimously.

A motion to approve Bill Sawyers as Vice-Chair of the Board was made by Board Member, Bob Goff and seconded by Board Member, Todd Skaw passed unanimously.

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A motion to approve Burbidge Austin as the At-Large officer of the Board was made by Board Member, Karen Benker and seconded by Board Member, Bob Goff passed unanimously.

- b. DIP Request, 372 Main Street, Cayenne Kitchen, Bill & Terry Nichols, Owners*
Mary Murphy-Bessler reviewed the Nichols' reimbursement request for improvements that were made at 372 Main Street after their business moved from Kimbark to Main Street. Bill noted improvements were made to the front and back of the building and a new awning and door were added to the front.

Total Cost of Project: \$17,202.17

DIP Request: \$15,129.94

A motion to approve the Nichols' DIP request for 372 Main Street in the amount of \$3,782.00 was made by Board Member, Bruce Sessions and seconded by Board Member, Bob Goff passed unanimously.

- c. Downtown Vision Plan discussion, Brad Schol, City's Planning and Development Services Director

Mary Murphy-Bessler introduced Brad Schol. Brad described the DDA projects being reviewed. They included the 287 Byway Study, the Alleyscape Project, and the Condition Analysis Study.

- 287 Byway Study: This is currently ongoing and parts of this study were revealing parking issues Downtown and other issues regarding pedestrian and transportation impacts.
- Alleyscape Plan: This is underway and is budgeted for 2010. An RFP will go out by the end of this year to identify a consultant to go through the Design phase. The project will incorporate the East and West alleys off of Main Street. Currently the proposal does not include the 200 Block, but it is being looked into.
- Condition Survey: This entails an assessment of the properties within the DDA boundaries. The City has also looked at an extended study area that goes from the East and West boundaries of the LDDA north to 9th Avenue. They are undergoing a conditions analysis of all the properties in this area to create a rating system in conjunction with the Community Development Block Grant (CDBG) requirements, DDA statute, and the State Urban Renewal Statute. They are still a month away from having a way to really synthesis a good analysis. Brad noted since the DDA started, the conditions in the core area of Downtown have really improved.

Brad said an ongoing study project may be to look at local building code modifications when new codes are adopted to improve conditions for adaptive reuse, renovations and investment in buildings. Some other possibilities would be to look into forum based guidelines which are comparable to what was done in the mixed-use overlay district, looking into the spatial relationships of land use and coordinating some of the other work that is going on with the other studies. If the Board is looking for something that is more visionary we may need an architect or urban designer to try to grab a particular style or architectural scheme for the Downtown development. Brad explained the mixed overlay district exists on the books and in theory. We have been speaking with City Council regarding what process ought to be used to establish such a district in a particular area. In a Main Street area it would permit a certain type of height and use in terms of density, and a mixture of uses is encouraged and parking provisions, design standards associated with how some of the bulk and density of the buildings should be handled including set backs as you go higher are included. This has not yet been enacted. There would be a public process first. This may not be limited to Main Street. The Mid-Town Study started at Longs Peak Avenue and went to 17th Avenue. Brad added it might be a good time to sow seeds for a Master Plan in the Downtown. Mary noted some ideas for the plan could be to have subcategories, incorporation of an Arts and Entertainment District into a Vision Plan, and a Transportation Plan including the Alleyscape and/or 287 (maybe bikes, pedestrians, etc.), a core group of property owners and leaders to put a Development Plan in place, and a Marketing and Events Plan.

- d. Arts and Entertainment District discussion, Colorado Center for the Arts (COCA), Julia Pernack

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Bob Goff requested all questions be held off until the end of the presentation by COCA. Julia Pirnack presented a PowerPoint presentation regarding the arts and creating a district concept. Julia read through some of the endorsement letters (please see the attached letters – ATTACHMENT A). Three years ago Peter Schmid got together a group to start a dream of a school for the arts and a performing arts venue. This group realized they needed to refocus from their original plan of creating a Performing Arts Center to supporting artists and businesses Downtown. They also felt it was necessary to concentrate on a district concept instead of just a school. This will help make Longmont a destination. COCA is here to ask the LDDA Board to do three things:

1. Lead and help fund activities preparing grant applications
2. Ask the Saint Vrain Valley School District (SVVSD) to begin the petition process on the old Main Street school into the LDDA
3. Give COCA time on a future LDDA Board Meeting agenda to present the details of the North anchor 800 block Main Street school so the LDDA Board can receive all the details they would need to make a decision about participating

Julia introduced consultants, Dana Crawford and Jennifer Vecchi stating they would give the specifics of the requests noted above. Jennifer Vecchi reviewed the proposal and consultant qualifications. (The proposal document is attached – ATTACHMENT B.) Jennifer noted that the Colorado Department of Local Affairs (DOLA) only funds coalitions with other public agencies, so COCA cannot apply for grant funds directly. Dana Crawford gave an overview of projects she has done in other cities. Dana noted Longmont is a desirable location for an arts district. Dana advised by bringing together the coalition we would harness the passion to make this dream and the pieces of the dream come together and be shared by everybody. Mary asked what Julia hopes to walk away from this meeting with. Julia replied their proposal indicates that there needs to be a collaborative process to bring all the stakeholders together (Downtown and in the Community) to come up with whatever it is. Julia believes the LDDA should take the leadership role in this as they are the stewards of Downtown. Per Julia, the proposal is really meant to prepare for the grant applications. Whatever money the LDDA or community could put into this grant application process, DOLA would be able to consider a matching in-kind contribution (next DOLA grant applications are due April 1, 2010). The first phase is \$27,000.00 for this process as noted in the proposal. Julia reiterated the requests numbered 2 and 3 above. Additionally Julia noted, tonight was about bringing forward a proposal to get grant money in. The grant could be for anything the collaboration decides it should be – to make a the thriving, vital arts and entertainment district work – what does that look like, what are all the components – this would be an exploratory process to get that articulated in a grant proposal so you can get the kind of money we are talking about. Tonight is truly about a district concept and COCA will come back to discuss the Main Street School on the 800 block. Jennifer added the proposal itself is to do enough work to prepare a competitive application for funding for an arts and entertainment district master plan that would be funded by DOLA. And to also in conjunction with the Main Street School as a center for the arts. DOLA has told Jennifer in order for them to look seriously at that building we would have to demonstrate that the uses are viable and that the building itself could be financially sustainable over time. DOLA will not give grant money without that information. So part of this initial study is for COCA to do their work about their building and demonstrate that it meets that criteria. Todd Skaw asked if it was true that originally COCA was a privately funded organization that is not in the LDDA, and was it true that the LDDA Board funded \$20,250.00 for a previous (COCA) study. Todd continued asking if after it being privately funded and we already contributed over \$20,000.00 is the question at hand we would contribute solely another \$27,000.00 or are we being asked to contribute towards that amount. Peter Schmid answered that others have been contributing to the \$27,000.00. Approximately \$2,500.00 has been raised by other groups. Peter Schmid voiced his concern about missing windows of opportunity. Julia added Duncan Webb's initial study focused on identifying which buildings would be suitable for two things: the performing arts venue and the community arts center/school. COCA has let go of a performing arts center notion and focused more on the supporting role of a school for the arts and a lot of space local artists need to do their craft. Duncan Webb came back and identified the Main Street School on the 800 Block would be perfect for that application. This proposal is a different thing that would tie together

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an arts and entertainment district for everyone to benefit from. This notion is to create that plan. Peter gave a review of the Duncan Webb study. Todd recommended the LDDA Board get together and advise Mary on the direction they would like to go on this proposal. Mary noted she would like to sit down with Jennifer and Dana to clarify the proposal as well as Brad Powers and Brad Schol to clarify the strategic vision and how this all plays into one another.

e. Longs Peak and Coffman Market Study, Leland Consulting, Anne Ricker

Anne Riker presented a PowerPoint presentation regarding the Leland Market Study results for Burden Inc.'s Main and Longs Peak Development. (Please see the attached document to see the presentation – ATTACHMENT C.) The bottom line, the projects location is excellent. The market shows support. Multiple financial partners would be necessary. The next steps include completing a financial feasibility analysis of various programs, define partnerships and solicit financing sources. It was noted that the LDDA is able to use Tax Increment Financing (TIF) funds to subsidize rents in this case to help with initial occupancy. Anne suggested 20-25% under market rate would be her guess as to where to start with subsidizing rents. Burden noted he has been leasing up a bunch of his Longmont properties and will be regrouping to focus on getting this project underway.

8. OLD BUSINESS:

- a.** Update on Longmont Theatre, Mary Murphy-Bessler
Mary Murphy-Bessler will send an email on the update on the Longmont Theatre.
- b.** Festival On Main
Mary postponed this update due to time constraints.
- c.** Parking Trials, Denise Crosby
Denise Crosby reported the responses from the Merchant meeting and the Block Captain's surveys of Downtown businesses. The Board agreed to allow the 3-hour parking to stand in both the 300 West and 400 East parking lots. Denise was directed to follow the necessary steps to implement this decision.

9. PUBLIC INVITED TO BE HEARD: None.

10. ITEMS FROM THE STAFF: None.

11. BOARD MEMBER COMMENTS: None.

12. ADJOURN: The meeting was adjourned at 6:45 PM.

Respectfully Submitted by:

Denise Crosby
Secretary to the LDDA Board

Robert Goff
Chairperson, LDDA