

## **LDDA Board of Directors Meeting**

320 Main St., Longmont, CO 80501

September 25, 2019 – 4:15 p.m.

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<b>Present:</b>	John Creighton; Council Member Marcia Martin; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; Jim Wardell; Thaxter Williams; City of Longmont, Jim Golden, Ex-officio Member
<b>Absent:</b>	Emelie Torres
<b>Guests:</b>	Ben Wagner, City of Longmont; Jim Angstadt, City of Longmont; Sergio Angeles, Longmont Economic Development Partnership; Alex Sammoury; Matt Steininger, Longmont Observer; Erin Fosdick, City of Longmont
<b>Staff:</b>	Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; Mersadi McClure, VISTA

## **Agenda**

- 1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
- 2. BOARD AND EX-OFFICIO MEMBER COMMENTS** – Kirsten said ArtWalk was fantastic. Tons of people. She thought Oktoberfest might hurt ArtWalk, but it seemed to boost it instead. Good bonus for Downtown businesses.
- 3. APPROVAL OF AGENDA** - Kirsten Pellicer moved to approve the agenda, Chris McGilvray seconded the motion. The motion passed unanimously.
- 4. APPROVAL OF MINUTES**
  - a. Motion to approve the August 28, 2019 Board Minutes. Jim Wardell 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)**
- 6. PRESENTATION**
  - a. City of Longmont Ballot Issue Update – Jim Angstadt and Ben Wagner from the City of Longmont PWNRR Department provided information on the Nov. 5 2019 Ballot issues. They presented the factual summaries (In Favor/Opposed) of three ballot issues which included the below and answered questions from the Board.
    - 1) Competitive Pool/Ice Rink  
Kirsten asked what the economic impact of having a Competitive Pool/Ice Rink would bring to Longmont. They will check into that and believed the City did conduct a study, which should be posted on the City website.  
Kirsten and Chris said it should be made known that it's more than a competitive pool and ice rink, but that it's a Recreation Center as well.  
Kimberlee asked if there would be competitive diving. Those specifics haven't been decided.  
Jim Wardell asked if the school district has the option to not participate. There is a LOI for the school district to provide \$357,000/year for use and support of the facility.  
Chris McGilvray asked if there's an identified site. There are 4 possible sites: Dry Creek Park, north of new tennis courts at the Recreation Center, Centennial Park track/football area, and the corner of County Line and Hwy 66. Chris asked about the revenue stream and how it'll be managed. The .03% tax will help bridge the gap of any funding shortfalls.  
Kimberlee asked if Centennial pool would remain open if that's the chosen site. It would not.
    - 2) Permanent Street Fund Tax Extension – no questions
    - 3) Amending City Charter to allow 30-year Leases – no questions

b. Main Street Corridor Plan – Presented by Erin Fosdick from City of Longmont Planning. Erin thanked Kimberlee and Kirsten who participated in the Advisory Committee. Erin presented the Downtown (11<sup>th</sup> Ave. to St. Vrain Creek) Corridor development review and recommendations. They have taken a good look at the 100 and 200 blocks of Main St. as catalyst sites. Next steps are to go to Planning Commission tonight and then to City Council on Oct. 22 for approval. Kimberlee and Kirsten also commented on their positive experience on the Advisory Committee. Chris commended Kimberlee, Kirsten, and Erin for their focus on this planning process. Chris asked what factors will contribute to prioritizing the plan. There are a lot of factors and they don't have a numbered list. Some of the main factors are cost, implementation and community priority as a whole will help determine priorities. The 100/200 blocks of Main are one of the higher prospects as a lot of work/planning has been done on these two blocks already. John asked what is most challenging about maintaining integrity of the plan. They have limited amount of money to implement the plan, change is hard for people, how does Community respond, working with CDOT, and business accesses along the Corridor.

**Motion:** Chris McGilvray moved to support the Main St. Corridor Plan and allow it to be taken to City Council. Joe Perrotto seconded the motion. The motion passed unanimously.

## **7. OLD BUSINESS**

- a. Parking Study Update – Kimberlee presented highlights of the updated study. Overall, the 2019 data showed that more people are parking off street and parking is more distributed system wide. In 2016, there were more significant hot spots system wide, although there are still hot spots today. When parking capacity reaches 85% capacity system wide, then you need to have better systems in place. Downtown is at 56-59% parking capacity system wide and we need to monitor it because when we get close to 70%, we need to start making changes for more effective parking management. People are staying about the same amount of time during the weekday (Thur.), versus a weekend (Sat.) Average duration is 2 hours, 46 minutes and 171 cars moved through the parking system in one day and moved on average 2.7 times per day.

## **8. NEW BUSINESS**

- a. Pop Up Longmont – Kimberlee presented the ideas and logistics behind the Pop Up Longmont idea, which will focus on how to get untested retail folks into a market through short term and affordable opportunities. The program is a partnership with Longmont Economic Development Partnership (Sergio Angeles) and the Pop Up space would be at the LDDA office at 320 Main St. Space is available in three different zones: front retail space, shelf space, and an art space. We would also partner with EforAll and the Small Business Development Center. Sergio said this is a retail incubator to create a pipeline for entrepreneurs to test their idea cheaply.

John asked how it'd affect our meeting space. It should not affect the space. Meetings are open to the public so it's possible the retail space would be open, but it's OK as our meetings are open to the public.

Kirsten said some of the month terms are much more valuable than others. She said you might consider having premium rates for high valued months.

Chris asked how does it align with the Master Plan. He recommended trying to keep things loose for the entrepreneur (less restrictive), especially hours and reporting (monthly reporting is easier than weekly). Consistency is paramount to the program and its participants. Chris asked if this is what the LDDA should be managing and is there enough staff support to manage the program. Kimberlee said we are trying to keep it simple for easier managing, however, we don't really know since we haven't tried this before. This would be a starting point and a work in progress. Joe said there's a high liability risk when there is business comingling as people could get into our offices when we are not here. Participants have to agree to additional insurance to protect the LDDA. How disruptive will this be to the LDDA? How will we restrict the use? Kimberlee said we'd vet who we choose and they need to have insurance coverage in order to participate. We have looked into security for the front/back doors and to lock individual office doors. Jim W. asked if someone wanted to make it permanent, is there anything in the agreement. Kimberlee said that'd be great if someone wanted to do it permanently. Jim asked what would happen if we tried this and nothing happened. Nothing would change as the revenue for the space wasn't

factored into the LDDA budget.

Jim G. said it's just a short term commitment for 3 months so why not try it.

Kimberlee said maybe we could shorten term to one month and extend month to month, if it's a good fit. Kirsten said you should then charge more if it's just one month, like \$500.

The Board directed to still move forward taking into account their feedback/suggestions.

- b. LDDA/GID Boundary Extension – Is it time or appropriate for LDDA or GID to change its current boundaries? To do this would be a lengthy process and we'd need 50% of property owners to sign who are interested in opting in. We'd also need to work with City Council. GID currently runs from 3<sup>rd</sup> to 6<sup>th</sup> Ave. Most of the 200 block property owners that attended the 200 block charrette said they were interested in being in the GID. The Board has discussed looking north from Longs Peak in the past, but looking south is more challenging because of the Urban Renewal which is already established and also has the ability to utilize TIF dollars for projects. The board felt it's worth continuing to discuss. Kimberlee asked what boundaries? John mentioned from St. Vrain Creek to 11<sup>th</sup> Ave. Alex Sammoury mentioned starting on South end might be best since it's already been approached (100/200 blocks of Main).

9. **FINANCIAL UPDATE** – Kimberlee said we are on track. We do need to check on the Parking fund to appropriate funds for the Parking Study. High Plains Bank is the 2019 Tree Lighting Ceremony sponsor. We completed the mural project in the alleys with six new murals and painted the 4<sup>th</sup>/5<sup>th</sup> Ave. cross walks. Mersadi did a great job managing the project. We got a \$3,000 contribution from Art in Public Places and a \$3,000 grant from Active Places, Healthy People.

#### 10. EXECUTIVE DIRECTORS REPORT

LDDA Open House – November 8 starting at 4pm.

Mersadi and Kimberlee are finalizing the recertification application to the State Creative District.

Kimberlee asked if the Board approves Thaxter signing the application letter. The Board approved.

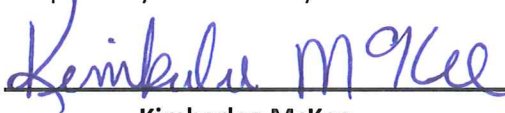
Kimberlee mentioned that a group of developers is interested in exploring the 300 E lot for hotel use. The Board said Kimberlee could speak to them further about what a hotel would look like.

#### 11. ITEMS FROM STAFF - none

12. **BOARD MEMBER COMMENTS** – Marcia said that the electric rates were increased by City Council last night. She explained the improvements and capital investment (better software and changing to smart meter equipment) that will come with the increase in electric rates. She offered to email the presentation by request.

#### 13. ADJOURN – 6:14pm

Respectfully submitted by:



Kimberlee McKee

Executive Director, LDDA



Thaxter Williams

Chairperson, LDDA