

**Present:** Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Wes Parker, Kirsten Pellicer, Joe Perrotto, Jim Wardell

**Absent:** John Creighton, Shiquita Yarbrough, Emelie Torres

**Guests:** Rachel Hunter, Mark Douse

**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
  - a. 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 August 23, 2023 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. INCENTIVES
  - a. Longmont Yarn Shoppe - Gail Sundberg-Douse, the owner of Longmont Yarn Shoppe, purchased 452/454 Main St. one year ago. The building is home to the Longmont Yarn Shoppe and Ron R. Fine Jewelry. They wish to remove the old awning that spans both storefronts, and add new windows, doors, and signage. At the back/alley side of 454 Main St, they will add a new awning, railings along the stairs, and update the exterior basement door. They applied for one façade grant for each address. Their financials have been approved by the Finance Committee.  
Motion: Joe Perrotto moved to approve the Façade Grant in the amount of \$19,422.50, Jim Wardell seconded the motion. The motion passed unanimously.
  - b. Bestow Events - Rachel Hunter, the owner of a Florae at 464 Main St., is opening a new business, Bestow Events, at the 201 Main St. property. The space can be rented as a whole or two separate spaces and be used for any event, not just weddings (music, artisan markets, dinners). The exterior improvements include new garage doors and converting the parking area into an outdoor patio with new turf and fencing. Chris asked about parking for the events. For weddings, they'd use a shuttle service, and she is researching other areas of parking such as the Spoke on Coffman and the lot between Longmont Liquors and Cheese Importers.  
Motion: Jim Wardell moved to approve the Façade Grant in the amount of \$10,000, Wes Parker seconded the motion. The motion passed unanimously.

**7. EXECUTIVE SESSION for purpose of purchase of any real, personal or other property interest CRS 24-6-402(4)(a), for a redevelopment parcel on Main St.**

Motion: Kirsten Pellicer moved to enter into Executive Session, Jim Wardell seconded the motion. The motion passed unanimously.

Started: 4:37 pm

Ended: 5:01 pm

**8. NEW BUSINESS**

- a. Neighborhood Marketing Campaign Overview – Colin reviewed the campaign goals, messaging pillars, communication methods, assets used (Prairie Public Media, You Tube, FB, Instagram, street banners, kiosks, etc.), creative layouts and videos. Dedicated five months for the campaign. SVVSD high school students made 35 videos. They plan to make 35 more videos. Integrated campaign into the website. Started a monthly blog of things going on in the neighborhood with good open rates. Providing templates for businesses to use. Reviewed social media stats to see how it's trending and getting good response.
- b. Parking Considerations in 2024 – used a Mentimeter tool at the Sept. Business Owners Meeting to poll businesses about parking shuttle and microtransit. Kimberlee reviewed the results and responses. Met with Boulder County leadership Jenna Peterson and asked her about employee use at the Boulder County HUB. Only 150 employees working there now out of over 400. Looking into an IGA between LDDA/Boulder County to utilize their unused employee spaces. Reaching out for ideas to incentivize people to park at The Spoke such as first 3 months free and then \$10/month. Need a plan when we send out the 300 E parking permit letters when the hotel breaks ground. Will always provide free options such as 8<sup>th</sup> & Coffman and 1<sup>st</sup> and Main. Is there an ordinance or resolution that sets these permit fees? It just takes one meeting to change. Joe suggested two months free or first six months for less than the following 6 months are at regular rate. City is close to hiring new parking enforcement officer. Need clarification if they can enforce the Spoke garage. Looking into sponsorships for a parking shuttle.
- c. Village Place/Center for People with Disabilities Building Sale – The Longmont Housing Authority (LHA) would like to sell 615 Main St. to the Center for People with Disabilities (CPWD), the current tenants of the building. The original development agreement states approval of any sale of this property by the Longmont Downtown Development Authority Board. In our walkaround of the alleys with LPC, they identified that an easement is necessary on this property to locate transformers and other equipment needed to underground the electric utility on this alley.

Motion: Kirsten Pellicer motioned to approve the sale with agreement to process the easement, Joe Perrotto seconded the motion. The motion passed unanimously.

- d. Incentive Allocation – The Signage incentive balance is getting low and we have businesses still interested in this grant. The Safe Reopening grant, used during COVID, has \$6,175 and want to transfer this money to the sign grant.

Motion: Joe Perrotto moved to move the \$6,175 Safe Reopening grant money to the Signage grant fund, Wes Parker seconded the motion. The motion passed unanimously.

9. OLD BUSINESS - none

10. LONGMONT CREATIVE DISTRICT UPDATE

- a. Longmont Arts Week Overview - City Council approved Longmont Arts Week dedication. People thought it was a good start and will do it next year. A lot of people were interested in the beginning, but many dropped out.

11. FINANCE REPORT - Updated financials and they are online now. Some things have to be recoded/adjusted. The GID revenue projections for 2024 will be lower due to the Senate Bill. 22.238. Jim and Kimberlee presented budget and TIF to Council and no questions.

12. EXECUTIVE DIRECTOR'S REPORT

- a. Development Update - met with Brian Bair and toured his Granary townhome property which are opening Nov. 2023. Discussed granary and the rest of his retail space available. Will apply for the TIF program. Because of the historic structure, and their changes, they may not be eligible for History Colorado funding. Would we consider a DIP reimbursement above the DIP grant? Interested in Retail Conversion grant as well. Thoughts included raising cap on DIP, calculating TIF, any restaurant commitments, etc.? Working with attorneys on hotel parking agreements and developers covenant. Hotel will be coming in for TIF application. Still a gap they need to fill in funding. Parking structure is just concrete. Would we consider funding a mural to make structure look better? Yes. Sarah Corrillo is new owner of 301 Main, Imperial Hotel. She toured with staff from History Colorado. The next competitive grant deadline is 10/2/23 so not enough time to submit it. They will wait until the April 2024 deadline to submit. St. Stephen's Church gave us a letter asking to extend the DIP grant dollars/award period for another year as they are trying to get a History Colorado grant to help with other renovations that need to happen to install the stained-glass windows. Crackpots was first property to receive a FIP grant, which requires a 2<sup>nd</sup> lien on the project, and they have met their TIF requirement. We will meet with attorney to release the lien document.
- b. Wayfinding Update - signed contract with e3 Signs and met with them onsite. Working on parking ID signs first.
- c. Downtown Design Standards Update - Brien Schumacher will consult us. The first phase, Oct - Feb, 2024, is to research City Code, other downtown design standards, etc. and present these preliminary findings to the board at the 2024 retreat. Phase two would be putting together the actual design standards.
- d. LDDA Holiday staffing support - looking at ways to cover when Emelie is out of the office. Visit Longmont is hiring a PT person, and could we share that person Oct - Dec? Yes. We raised Visit Longmont's rent due to their using more of the office space so will have extra funds to fund this person. Will need to appropriate about \$3,500 to fund this position. Office will be closed Friday, 9/29 as Visit Longmont will be gone. Kimberlee and Colin will go to Ft. Collins to check out containers.

13. ITEMS FROM STAFF - Del Rae said the flashing crosswalks went live 9/26/23. The Resident Welcome Packets are finished and going out to the properties.

14. BOARD MEMBER COMMENTS - Jim G. mentioned that the document in the packet for the building to be sold to the Center for People with Disabilities shows that the LDDA owned the property. Chris said that FRCC reached out to an aerospace delegate in Seattle. Kimberlee, Erin Fosdick, and Becky Doyle will travel there to review other community colleges.
15. ADJOURN - Motion to adjourn at 6:16pm by Jim Wardell, Wes Parker seconded the motion. The motion passed unanimously.

Respectfully yours,



**Kimberlee McKee**  
**Executive Director, LDDA**



**Chris McGilvray**  
**Board Chair, LDDA**