

**LDDA Board of Directors Meeting**  
320 Main St., Longmont, CO 80501  
**April 22, 2020 – 4:15 p.m.**  
ZOOM Call



**Present:** John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; Thaxter Williams  
**Absent:** Marcia Martin; Jim Wardell  
**Guests:** Jesse Turner, Brien Schumacher, Brian Bair  
**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 – COVID**

**Kirsten** – Kitchen Co. is closed, she is short staffed and awaiting to open. PPP loan received thru 1st Bank. Heard some banks were not able to help their clients. She also recommended High Plains Bank.

**Joe** – Based on the type of industry they are dealing with, they have rent deferrals from tenants and suggested that they apply for a PPP loan. Heard property taxes has been pushed in June.

**John** – Has worked more hours this month. They have a lot of success getting businesses thru loan approval, flagged some potential fraud. He cited forgiveness will be a challenge for businesses who won't be able to produce documents. Employees may not come back till August due to unemployment funds.

**Chris** – He is also experiencing staffing challenges and has been working more shifts. Reported that sales are flat but fortunate to be open. Currently rental income has been impacted.

**3. APPROVAL OF AGENDA**

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

**4. APPROVAL OF MINUTES**

a. **Motion** to approve the February 26, 2020 Board Retreat Minutes: Joe Perrotto moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.

b. **Motion** to approve the February 26, 2020 Board Meeting Minutes: Kirsten Pellicer moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (3 MINUTE MAX PER SPEAKER – Pre-submit comments BEFORE noon on April 22, 2020 at [ldda@longmontcolorado.gov](mailto:ldda@longmontcolorado.gov). Those comments will be read at that time.) - none**

**6. COVID-19 Update** – Kimberlee has daily and regular calls with Advance Longmont Partners Business Response Team and one cohesive website is used for information to eliminate confusion. SBDC has gone above and beyond helping the community with webinars, calls and Q&A. Staff has been doing weekly ZOOM calls with downtown businesses of different sectors. Feedback from businesses have been great appreciating visibility of everyone. High Plains Bank has been present on the calls to answer questions. Businesses are helping each other and sharing information. Staff will continue to make the calls to help business answer questions or concerns. Staff will also help businesses navigate with Safer at Home and next steps. Staff had a call with BCHD yesterday and staying on top of everything. They will also share information about certification with a seal for businesses for 'opening safely'. Businesses have opposite opinions about when to open. Some are wanting a unified opening date. Kimberlee doesn't see this happening as businesses feel different about it. Kirsten added there will be no coordinated opening but staggered. Restaurants may be key for bringing people to downtown. Chris heard from some businesses about not opening back for good. So many businesses operate by pay check to pay check and won't be able to come back.

**7. Gift card incentives** – the first promotion during COVID-19 to help cash flow to businesses. Total sales forwarded to DDA for incentive totaled \$18,041. People still try to support local. Currently, LOCAL promotion is going on with a downtown gift card reward. Strongmont Campaign is also going on in partnership with Longmont Chamber and Visit Longmont. Social Media training was held and led by Mersadi and Longmont Public Media. Business Feature of the

day started last week and staff continues to schedule through May. Businesses are sharing the posts. Working on navigating safer at home and it rules moving forward. A survey will also go out on Friday about consumer confidence based on Snow Apparel's survey.

Kimberlee asked the Board about using parking spaces on Main Street for curbside pick-up. If businesses would staff at 50% when they open, there would be spaces on Main St. Joe and Chris support it and advised to start with all of Main street and reduce it as more businesses open.

Staff is also looking at downtown events. BCHD shared California's guidelines on events which would start 8-16 weeks out and no gathering of more than 250 people. Kimberlee anticipates seeing this thru August and would impact the concert series and possibly Tree Lighting. Also, application for alcohol license takes 60 days.

Joe suggested feeling it out and asked if the City would reduce window for alcohol license application from 60 to 30 days with the uncertainty.

Chris added that events are important to downtown. Focus on what's important right now such as communication, connecting businesses and property owners for the resources.

Kirsten cited that ACE Hardware meetings set a date for events and discuss these as things change. Tree Lighting is way out.

Staff is trying to figure out ways to light up Main St. for people to walk around and not congregate. Staff is also looking at other options to hold music, possibly spreading out buskers and entertainment throughout downtown.

Chris added that the Chamber is cutting events because it doesn't look good for the foreseeable future. Things are changing hourly now and there is so much vagueness on the messaging.

Joe and John suggested to ask sponsors to redirect funding and keep it.

## **8. INCENTIVES**

### **a. South Main Station Façade Agreement & Distribution of incentives**

Brian Bair stated they are transitioning everything to online leasing. Virtual tours are done through Zoom, video camera and cell phones up to 4-5 virtual tours/week and converting to 2 leases/week. Acquired commercial lease from a bank on ground floor and will hand off space next week. Building 3 with 253 units is on the market now.

John added that the bank is very good.

Kimberlee pointed out façade agreement for \$730,000 from FIP. Kimberlee worked with DDA council, Brien Schumacher, SMS station and Brinkman Construction on the agreement. There is also a breakdown of other funds committed to for release this Friday.

Brien added façade easement agreement is consistent with other projects done in the past. The intent is for safety and security for DDA and have some reimbursement provisions payment in lieu of taxes.

**Motion** to sign the façade easement agreement - Joe Perrotto moved to approve the agreement, Chris McGilvray seconded the motion. The motion passed unanimously

**Motion** to release the funds on April 24, 2020 as agreed to – Chris McGilvray moved to approve the release of funds, Joe Perrotto seconded the motion. The motion passes unanimously.

### **b. Granary Project Update –**

Emery Building - Brian is resubmitting site pre-app 2<sup>nd</sup> week of May. The building has 19,000+ sf. A pet services and grooming from Montana is leasing 4,000 sf on the main floor. The rest of the building will be office, maker, and retail space with a goal to finish by end of March 2021. Construction is set to start by Aug-Sep this year.

Granary building - They will resume food hall process with Sean Gafner sometime in May. Brian is moving forward with design documents and strategies. Second floor will be offices and working with private/public partnerships to deliver food hall in summer of 2021.

## **9. OLD BUSINESS**

### **a. 500 Coffman St. Update & Parking Plan –** Joe Perrotto recused himself.

Burden is not able to move forward with their piece of the project. BCHA wants to move forward and project would look different as a result. An executive session possibly next week would discuss how to proceed. Joe rejoined the meeting.

#### 10. FINANCIAL UPDATE

- a. Budget Update – CIP is due in May. Parking has \$10,000 for maintenance and upgrade. There is CIP funding for alley planning, signage, medians and plaza rehabilitation. Alley planning won't need additional money even if it is deferred to 2021. Wayfinding and signage has adequate funding and can be reallocated. The median on 100 block may still move forward. Kimberlee has no information to add to the 200 block yet. CU students prepared designs for the St. Stephen's Plaza and staff will hear from them next week about cost. A CIP can be put in place and the Board can decide about funding it or not.

Project Deferment – Community Rangers will not be hired this year. The pilot for security camera is on hold.

2021 budget – Kimberlee has been working with Longmont and Boulder Chamber of Commerce. They are getting questions about property tax. Penalties and delinquencies have been deferred through the end of this month. It doesn't look like property taxes will be deferred. She and business leaders from Boulder/Longmont discussed options with the Boulder County Treasurer. Business personal property is likely to have concessions compared to real property tax. They will meet again this Friday. After that meeting, Kimberlee would need the board to sign on the initiative. Everyone agreed to the principle and the Executive Committee can approve.

Chris asked Jim about sales tax. There was a loss in the February revenue. It is down by 1½ % for the month. He is tracking it day by day, projecting down to \$4.2 million a month. Kimberlee asked Jim if DDA should cut 2021 budget by 10%. Jim cited that there is no impact on the DDA on sales tax, Treasurer said property tax is coming in strong and Districts will see 90% of assessed tax this year. Jim is not concerned based on strong fund balances but a 10% reduction on most funds would be good to prepare for 2021 if revenue is impacted. If not, budget can be adjusted then. Everyone agreed to the 10% reduction.

- b. Shifting of funds for COVID programs –

As presented on spreadsheet, the Economic Partners decided to focus on resiliency fund to help businesses. LEDP got \$60,000 funding from City which will be used for relief fund. City Council also voted to take \$30,000 from Council Contingency fund for relief fund. DIP fund from the City and project permit fees within the DDA can be reallocated with \$60,000 to add to the resiliency fund.

Enterprise Zone designation project will also allow private individuals or businesses to receive a 125% tax deduction for their donations to resiliency fund.

Community Foundation also asked how they can help business community. They can leverage private sector funds to get other charitable donations to possibly match the \$150,000 or more. The DDA funds of \$60,000 can go back to the DDA businesses.

**Motion:** Joe Perrotto moved to approve the reallocation of \$60,000 to the resiliency fund, Chris McGilvray seconded the motion. The motion passed unanimously.

Kimberlee shared Construction Fund (funds from TIF for specific projects) spreadsheet for reallocation of dollars to the following items as part of the recovery and resiliency funding:

- o COVID Relief identified = \$300,000
  - o Marketing for COVID Management identified = \$130,000
  - o CCI Grant Match = \$10,000 from Ventures Project
- Other funds are also available as shown on the spreadsheet.

Parking permit fees – Kimberlee asked the Board for a 2 months credit to the Jun-Dec term.

**Motion:** John Creighton moved to approve the 2 months credit to parking permit holders for the Jun-Dec term, Chris McGilvray seconded the motion. The motion passed unanimously.

#### 11. NEW BUSINESS – Resiliency Planning

- a. Small Business Task Force – Downtown Recovery Task Force was put together to assist the Board with economic relief programs and policies due to COVID-19. Kimberlee reached out to Atty. Antwon Dvorak (Property Owner),

Nicole Smathers (Inspire Salon), Sean Gafner (The Roost, Jefes & Smokin' Bowls) and John Creighton as the Board Liaison. Recommendations for additional members:

Brandon Knudsen (Ziggi's), Julie Benoit (Maker General), John Espinosa (Full Circle Yoga), Brad Golter (Longmont Florist), Tamar Hendricks (Crackpots/OTO)

Reallocate \$200,000 from incentive funds for COVID Programs –

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

**Motion** to convene Downtown Resiliency Task Force - Chris McGilvray moved to approve to convene Task Force, Joe Perrotto seconded the motion. The motion passed unanimously.

- b. Marketing Task Force – members: Kirsten Pellicer (Board Liaison), Carmen Sample (Crystal Joys, Sample Restaurant and Supports and Martinis Bistro), Mikayla Adair (Visit Longmont), Michelle Baltierras (High Plains Bank), Teresa Shaheen (Deluxe Barbers), Colin Argys & Kimberlee McKee (LDDA). Task include communication and strategy, safety collaborations, terms – medium to long term (new normal), branding and coordinated messaging around safe business practices and developing longer term messages.

Kirsten added it's a good summary. They are working on messaging and symbols related to safety, businesses openings, branding on early phase and banners on the medians.

Weekly ZOOM calls with businesses discussed branded and coordinated masks to wear when businesses open back up. Maker General at 381 Main St. can make the masks. Kirsten is supportive of masks being available and for downtown businesses to make these. Everyone agreed. Kimberlee also mentioned BBP being able to print on fabric with the Strongmont logo.

- c. Economic Relief Programs

- i. Assistance to businesses/property owners

Part of marketing funds will be used for masks, print ads and messaging moving forward.

**Motion** to reallocate \$130,000 for COVID program marketing - Joe Perrotto moved to approve reallocation of \$130,000 to marketing, Chris McGilvray seconded the motion. The motion passed unanimously.

- ii. Colorado Creative Industries - \$10,000 grant for creatives was received.

**Motion** to reallocate \$10,000 to match the CO Creative Industries fund for Creatives and to be directed by the committee - Kirsten Pellicer moved to approve the reallocation of \$10,000, Joe Perrotto seconded the motion. The motion passed unanimously.

- d. 2020 Work Plan –

Marketing Task Force will discuss a plan to install banners with Strongmont logo/message on the mid-block medians stating Downtown/Businesses are open.

Kimberlee shared the updated work plan, with highlighting projects that are moving forward this year such as:

- 500 Coffman St. Redevelopment
- 1<sup>st</sup> and Main Redevelopment Projects / Phase Two
- St. Stephen's Plaza plan planning
- 200 Block redevelopment - this will be postponed
- Joint incentives for employment to meet economic relief program
- Economic Resiliency and comprehensive marketing plan
- Website redesign due to its current limitations
- Creative District outreach
- Downtown lighting – Holiday Tree Lighting or Main Street lighting in lieu of
- Wayfinding Plan- finalize plan but delay implementation
- Coffman St. re-design and planning (grant still intact)
- Parking statement from the Board
- Alley planning (may be delayed based on funded)
- Pedestrian improvement – flashing lights and other enhancements after COVID relief program

- Bicycle dismount – more important now so people can practice social distancing when walking on sidewalks
- Support planning of Advance 2.0 as they move ahead with communications
- Block meetings – continue outreach
- Office communication – working remotely and staff figuring out workload and new programs

Office work schedule – Kimberlee will meet with staff tomorrow, following lead from the City and the Governor. They will be phasing in on-site work.

Chris complimented the staff for their work and also thought this would be a good time to work on the street projects. Kimberlee stated that Coffman St construction is not scheduled until 2023. Pressure washing has been moved prior to businesses opening.

**12. EXECUTIVE DIRECTOR REPORT-**

Kimberlee thanked board and staff for all the work and support. Chris McGilvray recognized Kimberlee's strong leadership in the community and collaboration with economic partners and the staff's work. Everyone agreed.

Chris also recognized Jim Golden with all the hours spent during this time.

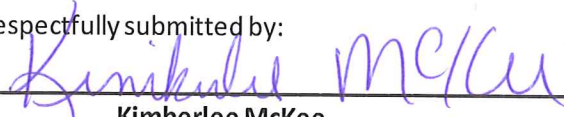
**13. ITEMS FROM STAFF –**


Emelie shared the good news of the end of her medical treatment. All staff recognized for the great work.

**14. BOARD MEMBER COMMENTS - none**

**15. ADJOURN – 6 p.m.**

Respectfully submitted by:

  
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Kimberlee McKee  
Executive Director, LDDA

  
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Thaxter Williams  
Chairperson, LDDA

