

Longmont Downtown Development Authority
Wednesday, April 26, 2023 Board Meeting Minutes
320 Main St. (LDDA Office) - 4:15 pm

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

Absent: Joe Perrotto

Guests: Ron Cheney (RRC, LLC), Yadira Lerma and Gabe Garcia (Royalty Arrangements)

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 - none
3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES

a. **Motion** to approve the March 29, 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) - none
6. NEW BUSINESS

- a. Incentives

- i. 418 Main St

Ron Cheney presented his façade grant application for 418 Main St. He is replacing 9 original double hung windows on the 2nd floor, north and east sides. Total project cost is \$36,000 and total grant application is for \$5,687.70.

Motion: John Creighton moved to approve the façade grant application for \$5,687.70, Wes Parker seconded the motion. The motion passed unanimously.

- ii. Royalty Arrangements

Yadira Lerma presented the retail conversion grant application for 723 Main St. Total cost of the project is \$29,633.21 and total grant application is for \$7,408.30.

Motion: Jim Wardell moved to approve the retail conversion grant application for \$7,408.30, Kirsten Pellicer seconded the motion. The motion passed unanimously.

7. OLD BUSINESS

- a. Updated Incentives

- i. Façade Grant – DIP

Grant document was updated adding new categories and items. In certain cases where the funding cap can be raised the limit will be \$50,000. Joe asked about all grant funding being used in the past. In the past when that happened, LDDA was able to contribute some TIF dollars.

Jim W asked if an extension of the application is allowed if work is not done within the allotted timeframe. Yes.

John asked to add proof of financing as the first step in approval from the finance committee. It reviews to make sure the applicant has funds available to complete the project prior to approval of any grant funding.

4:41pm: Shaquita joined the meeting

Motion: Kirsten Pellicer moved to approve changes to façade grant as presented and cap additional investments for interior code related updates for restaurant, craft beverage or entertainment uses to \$50,000 per incentive. Also add a required proof of funds to complete the project prior to approval of application. Wes Parker seconded the motion, the motion passed unanimously.

- ii. Longmont Creates (LC) will partner with the LDDA to provide activation grants to creatives. LDDA will fund \$10,000 to Longmont Creates. Contract for services, funding criteria will be administered by LC and project information will be reported back to the LDDA Board.

Jim W asked if funding would be enough. It's a good starting point and may raise it in the future.

Motion: Jim Wardell moved to approve entering into a contract for \$10,000 with Longmont Creates to administer Activation Grants within the Creative District, John Creighton seconded the motion. The motion passed unanimously.

- b. LDDA Kiosks

The current vendor being considered cited 5-7 years life span of kiosks. Subscription would be \$250/kiosk/year. Software subscription for each kiosk is needed for individual troubleshooting. Staff will continue to reach out to other vendors.

Possible scenarios would be to place 1 digital kiosk at the St. Stephen's Plaza or update current kiosks.

Jim W. stated leveraging overall cost for more kiosks which could include citywide locations. City might not fund it for facilities but Kimberlee can ask.

Wes thought 5-7 years life span is okay considering how much technology changes.

Staff will research more options before making any decisions.

- c. Parking License with Elks Lodge

Emelie and Wes met with Elks to discuss licensing agreement for spaces. Elks Lodge will enforce their parking spaces which would include their park Mobile permitting, Elks sticker and LDDA sticker. City will plow the snow on their parking lot during construction.

Kimberlee made some changes to the draft licensing agreement and will send to the attorney to formalize.

Motion: Kirsten Pellicer moved to approve licensing agreement with BPOE Elks and allow Kimberlee and Wes Parker to finalize the agreement with LDDA counsel and make small changes as needed, if no substantive changes are made to content. John Creighton seconded the motion, the motion passed unanimously.

8. LONGMONT CREATIVE DISTRICT UPDATE

LDDA staff will meet with ArtWalk, Recreation Services and Longmont Creates staff next week to discuss Longmont Arts Week on September 8-16. This would start before ArtWalk on Sep 9 and end at the same time Rhythm at Roosevelt on Sep 16.

9. FINANCE REPORT

- a. CIP Budget

- Event trailer – The LDDA and Recreation Services plans to share this for event supplies storage. In between events, the trailer would be parked in the Roosevelt Park storage facility. A truck from Parks and Recreation Dept. will be used to pull the trailer. Staff would like to add this to the budget next year. Other departments are welcome to use for a fee. Kirsten suggested putting a wrap around the trailer.

5:15 pm: Jim G. joined the meeting

- Breezeway rehab – The brick seating structures on 300 block east and 400 block east need work, 500E block need repair and tree removal
Jim W was concerned with cleaning the east side breezeway. He also mentioned leftover food and drinks be removed and area cleaned out.
- West side alley updates – Pavers are clogged and would need to be repaired. Painting and other updates can wait for future years.
The board asked about the non-operable phone booth on 500 East block. It is owned by Century Link. Staff will look into having it removed.
- Swirl patterns on Main St corners are crumbling and will need repair. Board did not prioritize this project.

10. EXECUTIVE DIRECTOR'S REPORT

- a. TIF Update

Legislation passed on April 24. Once signed by governor, citizens can appeal or it will go into law after 90 days. Kimberlee plans to bring it to council in Sep. There will be an amendment for year 51 when the county and school district will get a voting member on the Board.

Kimberlee met with City stakeholders regarding parking, and code enforcement. Consor Engineering will help with enforcement equipment purchase and software. They also discussed hiring additional staff both for parking and code enforcements.

John stated that parking lots on the east side are more used because west side parking lots are not as visible and vehicles traveling north are not able to turn left. Wayfinding would be helpful.

John also asked about incentivizing employees to park in the Spoke garage which would free up some parking spaces on the premium lots.

Jim W asked about using a parking app with incentives.

Development update

- Kimberlee and Joe met regarding potential land acquisition. There is also a potential redevelopment on the north-east corner of Longs Peak Ave. and Main St. that may want annexation.
- Townhomes at the granary area are under construction
- Atwood redevelopment will be affordable housing
- 121 Main – Kimberlee met with the developer who had follow-up questions
- NDC – Contract negotiation continues

John wanted to discuss at next meeting the implications on employees not working in downtown anymore and spaces not being used.

Kimberlee wanted to discuss connectivity at next meeting also. This would include adaptive signals, crosswalks etc. She would like to start the meeting at 3pm. May 24. She would also like to see a presentation of the Coffman Corridor project.

Kimberlee would like to add \$250,000 for CIP project in Main Street Corridor for next year.

Chris shared the capacity issues at Front Range Community College. They are on high level conversation about sustainability and maintaining higher education learning and facility in Longmont.

11. ITEMS FROM STAFF –

Jim G announced that sales tax in downtown is good this month.

Jim and Kimberlee presented in CU Boulder about TIF and financing today.

Shaquita shared that city events will no longer need council approval

Performing Arts Center, library and new recreation center are being proposed to be on the ballot this November.

Chris congratulated Shaquita on the internship pilot program that started last week for students in Front Range Community College. Recruits will be working with different City departments and City Council.

Colin congratulated Kimberlee for the ‘Downtown of the Year’ award, and Del Rae for a successful Clean and Green event with 50 volunteers.

Del Rae shared that Dry Land Distillers would like to use the south side of breezeway for additional tables and expand liquor permit. This will be added on the May agenda.

Skateboard deterrents have been ordered for the 500W breezeway.

12. BOARD MEMBER COMMENTS

Chris congratulated and appreciated everyone for their contribution to downtown.

Jim W asked if everyone got the banner code enforcement information sent out to businesses.

300 block meeting is scheduled on Wed May 3 8:30 am.

13. ADJOURN

Motion: John Creighton moved to adjourn the meeting at 6:11 pm., Jim Wardell seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA