

Board Minutes LDDA Board of Directors Meeting - August 26, 2020 – 4:15 p.m.

ZOOM CALL: <https://us02web.zoom.us/j/89104967186?pwd=b1VXeWpwMVdubHNmaGs1YTBMbHNrQT09>

Meeting ID: 891 0496 7186; Password: 157853; +1 346 248 7799 US (Houston)

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Kirsten Pellicer; Jim Wardell; Thaxter Williams

Absent: Joe Perrotto

Guests: Jennifer Ferguson (Innovate Longmont), Heather Marvin (338 Main St.)

Staff: Executive Director, Kimberlee McKee; DelRae Heiser; Colin Argys; Emelie Torres

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING BOARD AND EX-OFFICIO MEMBER COMMENTS – Jim Wardell asked about rules about use and holding events on breezeways.

2. APPROVAL OF AGENDA

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

3. APPROVAL OF MINUTES

- a. **Motion** to approve the July 22, 2020 Board Meeting Minutes – Jim Wardell moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.

4. PUBLIC INVITED TO BE HEARD (3 MINUTE MAX PER SPEAKER – Pre-submit comments BEFORE noon on July 22, 2020 at llda@longmontcolorado.gov Comments will be read at that time.) Or the link will be open for the community to join.

Jim Wardell asked for clarification of breezeway use during COVID-19 closure. From his business perspective, adjacent business is using space in front of their door for events.

5. INCENTIVES

- a. Business Re-Opening Safety Grant Update

To date, 21 grants totaling to \$60,824 have been approved. Grant was closed and has been reopened and will keep awarding grants until first round of funds are exhausted. Latino Chamber has started outreach to Spanish businesses and DDA should expect to see applications soon.

- b. Heather Marvin - 338 Main St.

Heather Marvin is applying for a façade grant with hood to cover exterior improvements to the front/alley side of building and installation of a commercial kitchen hood. She is also requesting an exception to the \$10,000 cap due to the hood costs. Total project cost is \$67,357.48.

Chris commented that her business aligns with the DDA master plan and vision and appreciates the historical preservation of building as well the significant investment to downtown. He asked about hood expense. Kimberlee shared the 3 tiers of percentages that can be awarded by lifting the cap. Signage grant application will be approved apart from the hood application.

Kirsten asked if kitchen will also be available to small scale/artisan manufacturing. Heather is looking into it plans to include it in the future.

Thaxter asked about return of investment for space/kitchen use. There will be 10 offices for private use, event space and in/out co-working desks. Kitchen/commissary can be leased on a consistent schedule per week.

Motion: Chris McGilvray moved to approve façade grant application for \$6,913.51, and 25% of hood at \$14,322, John Creighton seconded the motion. The motion passed unanimously.

6. OLD BUSINESS

- a. Main Street Road Closures – Survey results and all business owners meeting both had a positive note. As presented in the packet, overall traffic impacts increased by 11%. ArtWalk events are happening on

weekends. Mersadi has done an excellent job coordinating and leading events and communicating with partners and artists. Pressure washing of barricades will start a couple of weeks prior to removal. Chris appreciated positive feedback and businesses benefiting from closure and was curious about sales increase from businesses.

Kirsten was also pleased about feedback.

John was appreciative of slower traffic speed and only 1 lane to cross.

Jim W thought Main Street has a positive vibe to it especially during evenings.

- i. Next Steps – Kimberlee and City Transportation Dept. staff are looking into continuing conversation with CDOT about possible park lets in parking spaces in front of interested businesses. DDAs are planning to ask the Governor to extend liquor licensing beyond September 12. Surrounding cities are extending their outdoor spaces through October. Kimberlee asked everyone for their thoughts about space expansions.

Jim W asked where extension would take place and who is responsible for expenses. Businesses can be provided with existing equipment and infrastructure. Barricades could possibly be rented again. Kimberlee will look at budget for these.

Kirsten asked at what level would the seating capacity in restaurants decrease after closure. Capacity on some restaurants would decrease especially to those without much of outdoor spaces around them such as breezeways and parking spaces. She suggested prioritizing the most beneficial way to help businesses expand their spaces.

John agreed it is a great idea. He has seen Lawrence, KY in similar size to Longmont already doing expansions although, they are not located within state highway.

John left at 4:57 p.m.

- b. 500 Coffman Update – Funding closed on August 20 and agreement finalized. The small building in the middle of lot will be demolished. Former gas station on 6th Ave/Main St. was leased by the construction company for the duration of the project. Construction will start with parking structure then on to housing.

7. NEW BUSINESS

- a. Third Amendment Redevelopment Reimbursement Agreement – SMS

Motion: Kirsten Pellicer moved to approve the amendment as explained in the packet and allow staff to approve minimal changes to it, Chris McGilvray seconded the motion. The motion passed unanimously.

- b. Independent Financial Parking Lease – Kimberlee received the final licensing agreement today. Independent Bank has offered 10 spaces in its off street lot on the west side of Coffman St. as per attached term sheet. Lease will start on September 1st with an option to extend for 6 months at a time. Terms is \$1/month. Spaces will be permitted by the DDA. Agreement includes DDA striping this and their lot next to the bank.

Chris asked how the spaces would be identified for the LDDA use. Staff will install signage as needed.

Motion: Chris McGilvray moved to approve term sheet and enter into a lease with Independent Bank for parking and approve staff entering into a licensing agreement. Jim Wardell seconded the motion, the motion passed unanimously.

- c. Innovate Longmont – Jennifer Ferguson, board member, presented intent of the business incubator. They will focus on curated consumer based businesses with access to retail space. This free accelerated program includes 6 companies which starts on September through December offering mentorship, education, peer group and access to retail space:

Bushwhack – sustainable health, beauty and cleaning products

EdBoard - children educational products

Graphic Revival – t-shirts revival

Johnny's Confection – macaroons

Mosaic – infrastructure for retail businesses

iLOK – commercial vehicular advertising/signage

Marcia added that Graphic Revival will have a trunk sale this Saturday in Prospect.

Kimberlee stated they would lease the front of the DDA office from Sep-Dec. They would share space with the current artist who is looking to extend her lease. Visit Longmont is not ready to occupy the space and they are not done with their current lease.

Chris asked how accelerator went through with the pandemic. It started as a tiered grant. Out of 7 tech companies, 2-3 are doing really well and have expanded.

Chris asked about success metrics to track data for downtown Longmont such as foot traffic. She will look into it and share any information with DDA moving forward.

Motion: Kirsten Pellicer moved to enter into an agreement and work with Innovate Longmont for the Pop Up space through the end of the year, Chris McGilvray seconded the motion. The motion passed unanimously.

8. **FINANCIAL UPDATE** – DDA applied for different grants, one from GOCO Great Outdoors Colorado) for parks, 3 grants from CDOT, and CARES. All grants are tied to offsetting expenses to Bigger Hearts Stronger Streets. Budget is on track, looking at other revenue streams to offset expenses. Budget for 2021 will go to council in September. Gallagher amendment will be in the ballot. Some impact on this will show in the DDA budget. Kimberlee will work with DCI in September to get more information, clarification on the amendment and impacts. She will report back to the Board then.

Chris asked about June sales tax figures. June was better compared to May with the restaurant re-openings factored into it.

9. **EXECUTIVE DIRECTOR REPORT** – Gallagher amendment and education on other ballot initiatives will be covered in September. Kimberlee shared news about Colin's baby coming in September.

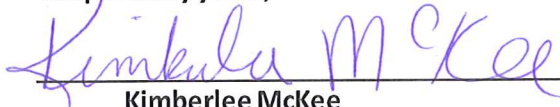
10. **ITEMS FROM STAFF** – Del Rae, Colin, Mersadi and Emelie presented a Certificate of Recognition and a cake to Kimberlee for her 'Beyond the Call' work during COVID-19 impacts in downtown.

11. **BOARD MEMBER COMMENTS**

Chris asked Kimberlee about the overview of breezeway usage on behalf of Jim W. Usage includes outdoor seating and music/events. ArtWalk and other organizations have used these for their events. The Roost used the alley for their events before partial Main St. closure. Since closure started, they have since set-up in the breezeway and outside Snow Apparel. They will discontinue the event after 2 dates of already scheduled music. Jim W wanted clarification of usage. The DDA Board will be in touch with Jim in the near future.

12. **ADJOURN** – 5:44 pm

Respectfully yours,



Kimberlee McKee
Executive Director, LDDA



Thaxter Williams
Chairperson, LDDA