

LDDA Board of Directors Meeting
320 Main St., Longmont, CO 80501
August 28, 2019 – 4:15 p.m.



Present: John Creighton; Marcia Martin; Chris McGilvray; Kirsten Pellicer; Jim Wardell;
Absent: City of Longmont, Ex-officio Member: Jim Golden, Joe Perrotto, Thaxter Williams, Emelie Torres, Colin Argys
Guests: none
Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Mersadi McClure

Agenda

1. **MEET at SOUTH MAIN STATION: Tour & Update**
 - a. (Please meet at the construction building on Emery St between 1st & 2nd Avenues). Board met and were given a tour by Brian Bair, Dane Hix, and Avery from South Main Station.
2. **Moved to regular meeting site at LDDA Office – 320 Main St.**
 - a. Time arrived/started: 5:30 pm
 - b. John Creighton left the meeting after South Main Station Tour.
3. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
4. **BOARD AND EX-OFFICIO MEMBER COMMENTS** – Chris McGilvray mentioned that Thaxter Williams wants to revisit in a future Board meeting a discussion about extending the LDDA boundaries. Marcia Martin encourages people to support the ballot measure on the new aquatic center (in appropriate settings).
5. **APPROVAL OF AGENDA** – Kirsten Pellicer moved to approve the agenda, Jim Wardell seconded the motion. The motion passed unanimously.
6. **APPROVAL OF MINUTES**
 - a. Motion to approve the July 24, 2019 Board Minutes – Jim Wardell moved to approve the minutes, Marcia Martin seconded the motion. The motion passed unanimously.
7. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none**
8. **PRESENTATION**
 - a. Wayfinding Update – Kimberlee presented a few concepts of the wayfinding signage which incorporates the City branding. We wanted the Downtown and City new branding signage to be complimentary and not competing with each other. The signage examples were vehicular direction signs. Jim asked about sign placement. Kimberlee will be walking around with Kristen soon to discuss placement.
9. **OLD BUSINESS - none**
10. **NEW BUSINESS - none**
11. **FINANCIAL UPDATE**
 - a. Project Management Fees – Kimberlee discussed project management fees that are transferred from TIF and into the Operations account. This year they include the 500 Coffman St. redevelopment, Placemaking Plan, Economic Vitality, Creative District, Plaza Planning, SMS, other incentives, connectivity, metrics, and the wayfinding signage planning. Total management fees come to \$30,100.
 - b. Motion: Kirsten Pellicer moved to approve the Project Management Fees of \$30,100, Jim Wardell seconded the motion. The motion passed unanimously.

12. EXECUTIVE DIRECTORS REPORT

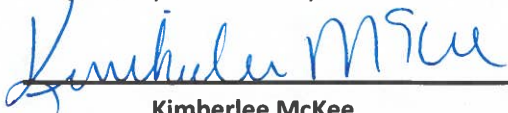
- a. Retail & All Business Owner Meetings – Sept. 6 Retail meeting and Sept. 11 Business Owners meetings are scheduled. The Retail meeting will discuss holidays, promotions, winter passport, and training on taking the Downtown Gift Card. We will be kicking off the holiday shopping season early on Nov. 8, 2nd Friday this year because there's less shopping time between Thanksgiving and Christmas in 2019. We will be asking retailers to participate. The All Business Owners meeting has 45 RSVPs and it will be held at the new space. Sept. 13, 2nd Friday, will be a Ribbon Cutting event from 5 – 8 p.m. Kimberlee asked Board if they can attend.
- b. Downtown Camera Update – The City is revisiting the camera project after putting it on hold for a while. The City wanted to research more about the fiber network. We will be using the Contingency fund to pay for our portion of the cameras.
- c. 400 block trash enclosure – The bids for the enclosure have come in twice as high as we thought (\$90,000). Two of the companies did some value engineering and one got down to \$58,000 and the other said it can't be done for below \$50,000. We have one more company we are meeting with to discuss the project in more detail. Kirsten recommended Don Key from Key Construction.
- d. The 500 Coffman Project (Boulder County housing and parking project) is going forward. They want their financing done by Dec 12, 2019. We will have to fast track the redevelopment agreement to figure that out. They plan to build the parking garage first.
- e. New business: a new business is slated to move into 360 Main by Oct. 1. It is a home goods/boutique store. Kirby Vacuum moved out of 251 Main St. and a new tech company, Robauto, is now there. They will teach classes and have a retail arm to their robot business. Smokin Bowls opened on the 400 W block of Main St. Convivium Marketplace opened on the 600 E block. Aloha Consignment and Walnut Gallery are new on the 300 E block. Summit Tacos took over the old Georgia Boys shack location. Johnny's of Longmont has new ownership and is doing very well. Earth Feather Healing, Spanish by Lapita, Peaceful Poppy and Latino Chamber of Commerce also moved into the Downtown area.
- f. The letterpress business (Violet Letterpress) realized their equipment and merchandise will not fit in the retail space at the front of LDDA's new space. She was concerned about the sloped floor space in the front of the retail area and the weight of her press. Sergio from the Longmont Economic Development Partnership wants to partner on a pop up retail concept to test out products, etc. E for All could be a good funnel to try businesses in the small space. Another idea is a retail shelf space where artist /manufacturers could rent shelf space. Would the Board support this type of approach? If pop up space became a program of the LDDA, we could allocate different dollars to it. We could open it up to the County to get more interest. The one office could also be an artist space. The Board supported pursuing Kimberlee's idea.
- g. Chris McGilvray asked about the smoking restriction and how businesses are responding. So far, we have had very little complaints.

13. ITEMS FROM STAFF - none

14. BOARD MEMBER COMMENTS –Chris McGilvray thanked Brian, Dane, and Avery for the SMS tour.

15. ADJOURN - 6:15 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Chris McGilvray
Vice Chairperson, LDDA