



BOARD Minutes
LDDA Board of Directors
528 Main Street, Longmont, CO 80501
January 28, 2015 – 4:15 PM

Present: Alex Sammoury, Sharon Smith-Eisler, Gabe Santos, Thaxter Williams, Burbidge Austin, Joe Perrotto, Ex-officio Member: City of Longmont, Jim Golden

Guests: Adam Parker, Krista Koth, Dan Lance, Craig Jones, Jeff Van Sam Beek

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS – Burbidge shared that he lives next door to the proposed Longmont Brownstone project. He has discussed with the owners about using some of his property for office area. He has no financial interest in the project.

3. APPROVAL OF AGENDA

Motion: Gabe moved to approve the agenda, Thaxter seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the December 17, 2014 Board Minutes: Thaxter moved to approve the minutes, Burbidge seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) – none

6. INCENTIVE APPLICATIONS

a. 320 Main St./8z Real Estate – Signage Grant

Krista Koth presented the application to install a new illuminated projecting sign on Main St. Total sign grant request is \$1,104.68.

Motion: Joe moved to approve the application, Sharon seconded the motion. The motion passed unanimously.

b. 526 Main St. – Signage Grant

Dan Lance from The Roost presented the application to install a new illuminated sign on south side of Main St., wrapping around to the breezeway. Total sign grant request is \$3,175.00. He will submit another Signage Grant application for the lighting of the sign.

Motion: Joe moved to approve the application, Thaxter seconded the motion. The motion passes unanimously.

c. 314 Main St. – Retail Conversion and Façade Grants (DIP)

Adam Parker from The Brew presented the application for a Retail Conversion grant. Total grant request is \$ 15,000 with a 2 to 1 match.

Motion: Joe moved to approve the Retail Conversion grant application, Thaxter seconded the motion. The motion passed unanimously.

Adam Parker presented the Façade Grant application for \$4,931.25.

Motion: Joe moved to approve the Façade Grant application pending approval from Historic Preservation Committee, Thaxter seconded the motion. The motion passed unanimously.

d. 4th & Terry Longmont Brownstones – Residential and Façade Grants (DIP)

Jeff presented the application for both grants. Total residential grant request is \$45,000 for 3 buildings (\$15,000/building). Total Façade Grant request is \$30,000 for 3 buildings at \$10,000/bldg.

Discussions were focused around the application for 3 individual buildings. Currently, the guidelines for multi-dwelling family unit application state 'per building'. The grant application guidelines were meant to cover one project regardless of number of structures.

Motion: Gabe moved to approve the Façade Grant application for \$25,124 (25% of project cost), Joe seconded the motion. The motion passed unanimously.

Motion: Gabe moved to approve the Residential Grant application for \$15,000 (cap) for the project not per building. Joe seconded the motion. The motion passed unanimously.

Discussion regarding project cap will continue at next meeting.

Motion to amend the Residential Grant Application – Alex moved to approve the motion to amend the Residential Grant Application guidelines from this day forward to state that Grant is per project, not per building. Motion passed unanimously.

7. UNFINISHED BUSINESS

a. Clean & Safe Update – Kimberlee and Thaxter had two meetings with Lisa of HOPE regarding transient issues in downtown. More discussions and evaluations will take place at the next business owners meeting. The LDDA and the Police Dept. are putting together a survey about transient activity which will be sent out via Survey Monkey once approved by the LPD.

b. Ventures Update – Sharon reported that the Board met this month. They have formed sub-committees and will be recruiting members. The Board meets every 3rd Tuesday of the month. An Accountant is assisting in their 501 C3 application process. They have identified goals and projects/events for this year and 2016. Sharon is soliciting ideas for signature events in 2016 and up. She expressed the huge undertaking they have and with different sub-groups emerging, she is welcoming ideas and involvement from the LDDA Board members. Committee meetings and schedules have yet to be identified. Gabe shared an idea of a Mardi Gras event on Main St. Kimberlee said any event could start small and grow from there.

8. NEW BUSINESS - Kimberlee informed everyone of Larry Stauss' new job outside downtown. He is no longer on the LDDA Board.

9. FINANCE REPORT – year-end financial report is in progress. Jim Golden will give Kimberlee a preliminary report in February. Adjustments to Mill Levy will also be done.

10. EXECUTIVE DIRECTOR REPORT - good holiday sales from downtown businesses. Photo shoot was a success with 39 new faces.

a. IGA updates – Kimberlee asked the Board's input for the following items.

Item: DIP application only be considered and approved for a business who has an unexpired of lease for at least 1 year. Answer: Remove

Item: Smaller grant applications – consider an application submission for X amount.

Answer: Start with under \$2,500. The Board will revisit the amount in the future.

Item: Raising Cap for restaurant conversion which is currently at \$10,000.

Thaxter suggested discussing this at the Board Retreat. Alex also suggested being more conservative to funding projects due to decrease in available funds.

DIP applications - for projects that meet categories in the master plan of Development and A&E District. Kimberlee proposed adding in the Advance Longmont Plan. She is also working with Jim to better spell out maintenance expectations.

Kimberlee shared that the Planning Dept. will meet on February 5th to discuss the comprehensive plan of the City of Longmont. Board members are invited to attend.

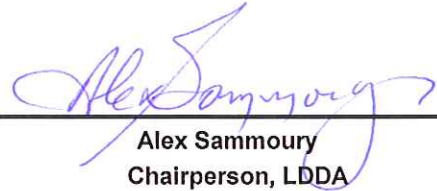
DCI – Kimberlee is the chair of the organization. She invited the Board members to attend the meeting on February 4th at the Convention Center. She would like the DDA to sponsor the event for \$500 donation. Everyone was in agreement about the donation.

11. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)** – none
12. **ITEMS FROM THE STAFF** – Board Retreat is scheduled on February 10th with 2 possible locations – Firehouse Art or Launch Longmont. The Board preferred the second location. Jamie Licko will facilitate. It will be a DDA visionary retreat. Board agenda will be sent out prior to Feb. 10th.
13. **BOARD MEMBER COMMENTS** – Kimberlee was asked if Larry will be replaced. The City Council will appoint the replacement. Kimberlee will find more information and report back.
14. **ADJOURN** – 5:41 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA