

# downtown.

L O N G M O N T

## LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

October 22, 2018 – 8 a.m.

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**Present:** Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; James Wardell; Thaxter Williams

**Absent:** John Creighton; Marcia Martin; Del Rae Heiser

**Guests:** Ruby Black

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

1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
2. **BOARD AND EX-OFFICIO MEMBER COMMENTS** – Kirsten shared that she and Kimberlee attended first Technical Advisory Committee meeting on the Main Street Corridor Plan. The corridor extends from Highway 66 on the north to Plateau Road on the south, and 1-3 blocks on each side of Main Street. The first public workshop on November 7 from 5-7 p.m. is at the Longmont Museum & Cultural Center. She invited everyone to attend. Discussions will include specific topics like traffic, trees, parks, access and connectivity. Planning would take one year more or less.
3. **APPROVAL OF AGENDA**
  - a. **Motion:** Joe Perrotto moved to approve the agenda, Chris McGilvray seconded the motion. The motion passed unanimously.
4. **APPROVAL OF MINUTES**
  - a. **Motion** to approve the September 26, 2018 Board Minutes – Joe Perrotto moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.
5. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)** – Ruby Black, from Front Range Community College and a student in Chris McGilvray’s class, shared that their current marketing project will be finalized in December and her group will present to the Board at that time. She is also a member of the Education Committee through the Longmont Area Chamber of Commerce, and this year, students are able to nominate and recognize a person in the community. She announced that the Building Bridges Award has been awarded to Kimberlee McKee. Kimberlee is a community leader who has demonstrated support and commitment to students’ success. She has looked for practical ways for students to continue their learning experiences in a meaningful way outside the classroom. She has consistently committed time to developing skills that will serve students well in the work force with no expectations in return. Ruby personally recognizes Kimberlee for her advice and trusting her with projects. She is a great leader by example. The award ceremony will be held on Nov 15, 6-9 p.m. at the Longmont Museum and Ruby invited the staff and Board members.
6. **OLD BUSINESS**
  - a. **Work Plan Review**

In the packet was the update of the 2018 work plan, highlighting some items:

Pedestrian & Bike Infrastructure Improvements:

    - Significant improvement to Kimbark St./6<sup>th</sup> Ave intersection, permanent islands are being installed currently, crosswalk painting will occur in Spring of 2019
    - Kimberlee is working with Traffic Engineer on 2-way traffic for bicycles on alleys which will be part of the Clean and Safety recommendations that will be submitted at the joint meeting with the City Council (date tbd)
    - Kimberlee is looking into semi-annual parking statistics through LPR and shared a quote from Kimley Horn on parking study and comparative analysis

Kirsten suggested to continue to study parking to keep up with changes in downtown. The Board agreed to defer this work plan item until 2019.

— Kimberlee is working on wayfinding campaign

Clean & Safe Maintenance:

— Another CPTED training is scheduled on Oct 25

— Tivoli lighting was added at the St. Stephen's Plaza, staff is not sure it is feasible to add lights across avenues and alleyways at this time

— One property owner utilized grant for cameras

— Working with LPC to add rope lights on the cobra light poles

— Staff continues to work with City regarding cameras on alleys and parking lots, installation will be phased per alley and parking lot

Mixed Use development:

— Kimberlee continues meetings with the County. She plans to create a map where incentives are available

SMS update:

— All 4 building permits have been issued, building 4 on tract with a completion date, late Oct 2019

— Building 2 completion in Dec 2019

— Building 1 – currently working on sewer and excavation with completion date in early 2020

— Building 3 completion, early 2020

500 Coffman: Kimberlee is working with City to identify resources to complete the project

Implement 1<sup>st</sup> & Main Plan:

— Planning charrette for the 200 block is scheduled on November 7, Kimberlee has met with 8 property owners and educated them of the ballot initiative regarding Alternative Sentencing Facility and modernization of Boulder County Jail

## 7. NEW BUSINESS

- a. Connectivity Campaign – Kimberlee shared slides of the messaging campaign with Avocet Communications - jingles from local musicians above traffic light buttons, a Psst...best kept secret messaging around downtown, wayfinding signage such as 'It's okay to park once and walk around downtown', historical facts, photoshoot with a downtown insider, alternate transportation to get to and around downtown. Messaging will target people ages 50 and up as well as millennials.  
Jim Wardell asked about a downtown map. Kimberlee shared the draft visitor guide that the staff is working on.

8. **FINANCIAL UPDATE** – trending good on all accounts, there is a jump on A&E for the holiday campaign

9. **EXECUTIVE DIRECTORS REPORT** – November meeting is on Nov 28, December meeting will be a luncheon. Building Better Cities talk is on November 12 and Kimberlee invited the Board and asked to bring 5 friends to the event. Kimberlee will be in San Antonio on Oct 24-27 for the IDA conference.

- a. Holiday update – marketing promotion collateral was shared which included a winter passport, snow flake scavenger hunt, shop loco discounts from Jan-Feb 28, 2019. An 8 page insert about downtown will be in the winter Recreation brochure.

Jim asked how many local businesses in downtown have less than 5 employees. A businesses with more employees will have the availability to participate handing out items for holiday promotions. Kimberlee cited that promotion items are handed out per transaction so there is direct engagement with customers. Kirsten added that more employees could be harder sometimes if they are not fully aware of the promotion. He also asked if there is information that can be handed out to new businesses. A welcome packet is provided to new businesses. Jim also asked about the Gift Card Program. Emelie will provide him with information. Kimberlee said a quick testimonial about the program would be helpful to new businesses.

Thaxter asked about the unit cost of the inserts. Kirsten cited that it is minimal and the outreach to the community would be impactful.

Tree lighting is on November 23, LMNO Puppets will have Muppets show on a big screen. In addition, there will be music, food, giveaway bags, Santa and Elf, etc.

Winter Wonderland is happening prior to parade on Dec. 8, 2-5 p.m.

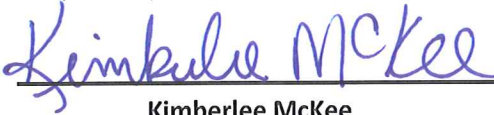
Small Business Saturday is on Nov 24 and Shop Mob on Nov 23-25. A winning entry from participating businesses will be drawn after Nov 25.

**10. ITEMS FROM STAFF - none**

**11. BOARD MEMBER COMMENTS – none**

**12. ADJOURN – 8:54 a.m.**

Respectfully submitted by:



**Kimberlee McKee**  
Executive Director, LDDA



**Thaxter Williams**  
Chairperson, LDDA

