

LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

November 15, 2017 – 4:15 p.m.

Present: John Creighton; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; Thaxter Williams; Alex Sammoury

Absent: Ex-officio Member: City of Longmont, Jim Golden

Guests: David Starnes

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

- a. Good News – Chris was at the Chamber Membership Celebration. Downtown was represented very well with business awards – BrewHop Trolley, Crackpots, Ziggi's and Our Center for non-profit category. Deli Cioso ribbon cutting is on Nov. 17 and Ivy Rose on Nov. 28.
- b. Downtown Feature of the Month – Kirsten expressed that she can buy a complete outfit at downtown businesses.

3. APPROVAL OF AGENDA

Motion: Joe Perrotto moved to approve the agenda, John Creighton seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the October 25, 2017 Board Minutes: Thaxter Williams moved to approve the minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

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

6. PRESENTATION

- a. 1st & Main Station Update – David Starnes presented a slide show of the project. A rendering and site plan contained bus and future rail stations, proposed office and retail spaces and residential buildings and long-term development concept.
Next steps – MOU between City and RTD, infrastructure master plan led by RTD, evaluation of funding options for City portion of TOD, IGA with RTD, land acquisition potentially 2018-2019. Ownership of station have yet to be determined.
Alex asked why the \$17M initial funding has not grown over the years. David did not have information. Chris asked if flood plain area within the site was known prior to 2008. It was not a flood plain back then.
Joe asked how much of the land are privately owned. All 9.5 acres are private property. RTD and City will work with property owners to acquire land. Kimberlee added that the northern portion of the site plan is DDA property.
Public funding option – TIF could be used to reallocate funding for eligible public improvements. DDA District and TIF District for Southeast Urban Renewal overlaps in a portion of the proposed site. A plan allows for executing TIF for urban renewal purposes. DDA TIF and TIF for Urban Renewal will need to look at the plan comprehensively, as only one organization can benefit for the tax increment.
The Board asked about South Main Station. Financing should be coming soon, site improvement is scheduled to start week of December 10, 2017.

7. NEW BUSINESS

- a. Parking Lot Permit Allowance – Kimberlee proposed increasing permitted spaces in lots up to 70%. Kimberlee consulted with the transportation study consultant, Vanessa Solesbee. She was in agreement with 10% incremental increase. Not all will be increased at once, but slowly to evaluate impacts.
Motion: Joe Perrotto moved to proceed with presenting the 10% proposed parking permit space increase to the City Council. Chris McGilvray seconded the motion. The motion passed unanimously.
Parking permit rate – Kimberlee shared rate information (recommended by the consultant) from surrounding cities. Kimberlee is proposing to lower RPA garage rate. The plan calls for an increase on

premium lots. The Board discussed keeping consistency in the lots at the core of Downtown and charging less for those to the north and south, incentivizing those willing to walk. Pricing on east and west between 300 – 600 blocks would have the same rate (\$216 per 6 months) and 200E Main and RPA garage on the same rate (\$120 per 6 months).

Proposed rate increase for east and west lots at \$36 per month, farther lots (200E and RPA garage currently) at \$20 per month.

Motion: John Creighton moved to approve the proposed permit rate increase and present it to City Council, Kirsten Pellicer seconded the motion. The motion passed unanimously.

Exemption policy for residential and property owners within the LDDA District – Kimberlee stated that some are affected by timed parking immediately outside of their homes. A proposed exemption policy from parking time limits on the street's block-face directly adjacent with the home was presented to the Board.

Motion: Chris McGilvray moved to approve the proposed outlined Exemption Policy and work on its implementation, Joe Perrotto seconded the motion. The motion passed unanimously.

- b. 2018 Events – Kimberlee presented the proposed events as outlined in the packet and asked the Board for direction. The Board directed Kimberlee to bring back concerts on Fridays in June and continue to investigate partnering with other event organizers to facilitate hosting their events in Downtown, rather than have LDDA produce them. Kimberlee will discuss the music festival proposed with the Event Task Force. Alex suggested for City partners to come on-board with planning of the Concert Series.

John Creighton left at 5:25 p.m.

8. UNFINISHED BUSINESS - none

9. FINANCE REPORT – GID electrical maintenance and improvements are going on.

10. EXECUTIVE DIRECTORS REPORT

- a. Holiday initiatives / office hours – LDDA offices will be closed on Dec. 25 & 26.
- b. Tax Credits – International Downtown Association (IDA) drafted a letter regarding elimination of Historic Tax Credit (HTC) and New Market Tax Credit (NMTC) from the Federal budget. Kimberlee asked if she could send this letter on behalf of the LDDA to the Federal Legislators to encourage them not to pass this part of the budget.

Motion: Alex Sammoury moved to approve sending the letter to the Federal Legislators, Thaxter Williams seconded the motion. The motion passed unanimously.

Proposed office space – 350 Terry / Co-solve. There is a possibility to explore a shared space between the LDDA and LEDP. Joe Perrotto and Alex Sammoury volunteered to help Kimberlee investigate the space moving forward.

Kimberlee will be San Diego for a Real Estate training, a next step for Economic Developer Certification on Nov. 29.

Shop Local promotions are going on. It is a collaboration between the LDDA, LEDP and LACC. Video launch will be at Samples Longmont on Monday, Nov. 20. Happy hour is from 4-6 p.m. and everyone is invited.

Emelie Torres' new position is Program Coordinator.

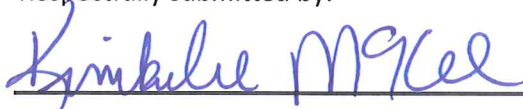
Next meeting is on Dec. 20 at 11:30 a.m. Venue TBD.

11. ITEMS FROM STAFF – Joe Perrotto's turn for a featured business is next month.

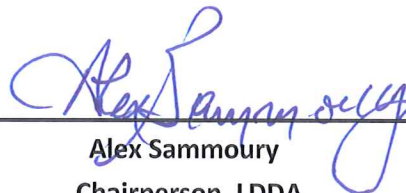
12. BOARD MEMBER COMMENTS - none

13. ADJOURN – 5:32 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA