

# downtown.

L O N G M O N T

## LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

November 28, 2018 – 4:15 p.m.

**Present:** John Creighton; Marcia Martin; Chris McGilvray; Kirsten Pellicer; Joe Perrotto; Jim Wardell; Thaxter Williams  
**Absent:** Ex-officio Member: City of Longmont, Jim Golden  
**Guests:** Alec Schuler  
**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; Emelie Torres

### 1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. **BOARD AND EX-OFFICIO MEMBER COMMENTS** – Chris mentioned the invitation from FRCC Marketing students for their in-depth presentation on Monday, Dec. 3 from 8-9:15 a.m. at 2121 Miller Drive, Building C, Room C 1722. The students worked on their Capstone project on a 15 week course focusing on the LDDA marketing project. They toured downtown via BrewHop Trolley with Kimberlee. They used downtown gift cards to purchase merchandise and experience shopping in downtown.

3. **APPROVAL OF AGENDA** – John Creighton moved to approve the agenda, Chris McGilvray seconded the motion. The motion passed unanimously.

### 4. APPROVAL OF MINUTES

- a. **Motion** to approve the October 22, 2018 Board Minutes – Joe Perrotto moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

### 6. INCENTIVES

- a. 379 Main St. – Tangerine

Alec Schuler and his family purchased 379 Main St. building and are applying for Façade/DIP grant. He is asking the cap of \$10,000 be lifted to support required interior code updates for restaurant use.

*Kirsten arrived 4:20 p.m.*

He is requesting the \$10,000 maximum reimbursement and asking that the cap be lifted to support code required updates for water line, fire suppression/alarm system, electric, and grease trap. The 25% reimbursement for these additional expenses is \$18,035.

The total amount of grant request, including lifting the cap, is \$28,035.

*Marcia arrived at 4:25 p.m.*

Chris asked if there is a second bid on the water line. Everyone agreed to accept the first bid.

Jim asked if funds would come out of this year's budget. It would come out of DIP fund balance, which has enough to cover the expense.

**Motion:** John Creighton moved to approve the façade grant of \$10,000 and 25% of the additional code related expenses of \$18,035 for a total of \$28,035 plus allowing one bid for the water line. Chris McGilvray seconded the motion, the motion passed unanimously.

### 7. NEW BUSINESS

- a. Median Maintenance – Main St. – our current landscape contractor submitted a quote to upgrade the medians on Main St. between 3<sup>rd</sup> and 6<sup>th</sup> Ave at a cost of \$5,445 which includes upgrading the plants and improving irrigation. Currently the City Public Works Department maintains the medians, however, they have not been maintained at the level needed for Downtown Impact. Kimberlee met with the City and asked if they could cover this one-time cost to upgrade the medians and then the LDDA would take over maintenance after that. The City would do this but couldn't budget the expense until 2020. Instead of waiting until then, the LDDA could pay for the improvement now and then ask the City if they would swap us (reimburse) the \$5,445 cost in 2020. The LDDA would use that money to purchase plants.

Jim Wardell asked about plant type and height in consideration to the mid-block crossing. Plants will be 18" and are low maintenance. Who would maintain the trees? The City will still maintain the trees and the LDDA would maintain plants and irrigation only. What is the annual projected cost to maintain these medians? It would be minimal, perhaps around \$1,000. A swap would work great.

Kirsten Pellicer moved to approve the installation of plants and maintenance provided the City helps the LDDA with expenses in the future via a swap in 2020. Jim Wardell seconded the motion. The motion passed unanimously.

Jim Wardell asked about the big flower pot that was destroyed in front of their business. The LDDA will replace it with one in storage in the spring 2019.

- b. 6<sup>th</sup> Avenue Plaza Agreement – R.E.M. Development maintained the plaza and the parking lot when the Village Place Apartments was built in 1988 with the agreement of overflow parking space usage. Longmont Housing Authority (LHA) purchased the property in 2005 and took over the maintenance of the plaza and the parking lot. Further investigation by a City attorney revealed that the original agreement was non-transferable thus LDDA and City would like to renegotiate the agreement with LHA. LHA currently has free access to parking spaces when their private parking lot is full. The LDDA issues free permits to residents for 90 days, renewable thereafter.

Kimberlee asked the Board if they would support a letter to the City Manager to renegotiate the agreement with LHA. City staff has indicated that can maintain the plaza and LDDA will maintain flower area.

Some questions Kimberlee asked – Should LHA get priority of parking spaces? Should LDDA charge them or not?

Kirsten stated that during the DCI conference a group did a workshop at the Plaza. She thinks it's important to have public ownership of the plaza. After the DCI workshop, Kimberlee talked to CU professors regarding a Metro Lab project in Longmont. The program collaborates with cities for urban renovation and they have chosen Longmont for a project. Kimberlee stated that this project aligns with the Master Plan.

John asked which party would be opposed with the renegotiation. We would need to approach the new director of LHA. Historically, their concern has been adequate parking. Would the City object to maintaining it? Kimberlee doesn't think so.

Motion: Chris McGilvray moved to support the letter to the City Manager to renegotiate with LHA, Joe Perrotto seconded the motion. The motion passed unanimously.

**8. FINANCIAL UPDATE** – trending on all budget as of October, Holiday promo expenses in Nov.

**9. EXECUTIVE DIRECTORS REPORT**

- a. Holiday Update – Winter Passport promotion has been received well. Kirsten shared that she saw people in downtown at 8:30 a.m. on Small Business Saturday. Kimberlee added that businesses may consider opening early in the future. Kimberlee thanked John Creighton for giveaway bag sponsorship at Tree Lighting. She also shared the Downtown Guide, Rec insert and winter event card.
- b. 2019 Events – Winter music showcase is scheduled on Feb 2 with music all day inside businesses. The Dickens Opera House will host the headliner in the evening. Tickets will sell at \$20 each. A custom button will work as a ticket.

Concert Series – staff is looking at 5 nights again

Cruise Night – scheduled for 2019. Kimberlee asked the Board if the concert in July, the night before cruise night should be brought back. Coloradans will display their cars during the concert. Board is okay.

Farmer's Market – Kimberlee and Colin met with the organizer of Farmer's Market in Erie and Louisville. Would the Board be supportive of the Downtown Farmer's Market in 2019? Yes.

Thaxter asked what the problems were before. Weather was not great, crops were delayed due to rain and sales were low. It was held on 5<sup>th</sup> Ave between Main and Kimbark Sts. Some businesses were not happy with the lack of parking.

Kimberlee is considering moving the event on the west side. Thaxter pointed out Boulder County employees and patrons from the distilleries on the west side are on the 4<sup>th</sup> and 5<sup>th</sup> Avenues.

- c. LPAI Update – Marcia and Kimberlee met with the group who are actively pursuing a performing arts center in Longmont.

There is a Memorandum of Understanding (MOU) being put together. Visit Longmont and City will put a good amount of funding for this. Feasibility study needs to be comprehensive. Economic partners, including DDA will fund approximately \$5,000 toward the study.

Marcia – the plaza was not adequate for Longmont moving forward. It will be a large undertaking monetary wise.

John suggested talking to SVVSD also because they also need this. They have been taking their events elsewhere.

Kimberlee asked if she could enter into a partnership with the group involved. Yes, the Board directed Kimberlee to enter into partnership.

December Board lunch – due to the smoking survey article on Times Call stating discussion is happening at the December meeting. The Board agreed to table discussion in January 2019.

Colored Rope Lighting will be installed on each block in January 2019.

Incentive Guide – Kimberlee distributed it at the Building Better Cities event and shared with the Board.

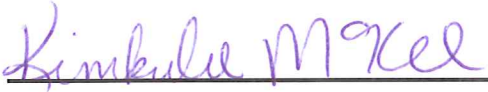
Marcia invited Kimberlee to the Council work session to show all the collateral she just shared on Downtown.

- 10. ITEMS FROM STAFF** – Del Rae mentioned the staff attending the LACC membership event at the Museum for Kimberlee's Building Bridges Award.

- 11. BOARD MEMBER COMMENTS** - none

- 12. ADJOURN** – 5:25 pm

Respectfully submitted by:



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**Kimberlee McKee**  
Executive Director, LDDA



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**Thaxter Williams**  
Chairperson, LDDA