

BOARD Minutes

LDDA Board of Directors Meeting

528 Main Street, Longmont, CO 80501

March 10, 2015 – 11:30 AM

Present: Alex Sammoury, Sharon Smith-Eisler, Thaxter Williams, Joe Perrotto

Absent: Burbidge Austin, Gabe Santos, Jim Golden, City of Longmont

Guests: Brien Schumacher

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

Facilitator: Sandi Seader

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none

3. APPROVAL OF AGENDA

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

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

5. Retreat Recap

a. Vision / goals

Vision – “Downtown Longmont reveals creativity and uniqueness at every turn and is a place where everyone wants to be.”

Thoughts from the Board about the vision – it sounds current, up to date, ever changing, vibrant and inspirational.

b. 2015 work plan

- o Clean and Safe – maintaining the level of clean, cigarette litter campaign, addressing and monitoring safety as needed, trouble-shooting transient issues.

- o Marketing

- Items on the worksheet with stars - intended for Downtown Ventures Board to take over.
- Continue Own Downtown campaign.
- Web site responsive redesign to be applicable to mobile apps and making navigation more reflective of the creative district.
- Merchant awareness – some concerns from downtown businesses about the mall opening where people would go and spend money and time on shopping, movies and events instead of downtown.
- How does the Board address the question of the benefits of being downtown?
Thaxter shared that there needs to be community involvement and understanding that downtown is a prime location. One should value downtown for its location and this is the time when investments should take place.
- Outreach – business owners appreciate the different ways the LDDA sends out communication.
- Block Captains are still needed in some areas.

- Community & Stakeholder Engagement – new for 2015 to increase outreach to property owners.
- Placemaking – Gateway and district signage (good example is Louisville who has done a great job with their signage). Kimberlee is considering hiring a consultant to study and look into Way Finding Signage. Multi-year projects were reflected on the worksheet.
- Development and Infrastructure
 - promote and administer incentives and create a new one if needed.
 - Manage current parking
 - 2015 and up – West side alley and breezeway projects, coordinate streetscape project from 1st Avenue, revisit dismount zone enforcement, ongoing conversations with the County regarding redevelopment of parking lot.
 - Multi-modal transportation and parking lot studies – LDDA will hire a consultant to study downtown parking. Last study was done in 2008.
- Historic Preservation – LDDA is applying for a National Historic District designation. Benefits include recognition, Federal and State tax credits for developers and grant funding opportunities.
- Business Development
 - On-going: Arts Incubator in the Roosevelt Park Apts.
 - Craft Food and Beverage Corridor development
 - Advance Longmont – work with economic partners
 - Engage employers of all types – allow for diversification, office space availability
- Creative District – 2015 events in the LDDA district listed on the work plan
 - Farmers’ Market – coming back this year on Wednesdays at the same place (4th Ave. and Main St.)
 - Certified Creative District Management – create story map and brochures
 - Increase street activity and nightlife (look at areas other than breezeways and alleys) – looking at Ventures Board to pursue this.
 - New idea: Creative containers around downtown which can be used in areas like the Flour Mill, 150 Main St. One event in mind to start this would be Farmers’ Market or Festival on Main. Cost and feasibility study will be determined as Kimberlee continues to look into this. Brien will talk to staff regarding fire code issues. The Board was in agreement for Kimberlee to continue research.
- Financial development – working on 501 C3 and completing 1023 application, looking at grant applications, internship program through Front Range community College, County collaboration with the multi-modal study.

c. DDA / Ventures relationship

Mission: to promote downtown vibrancy through arts, culture and economic development.

Role of Ventures Board:

1. Identify, promote and support projects
2. Advocacy
3. Education
4. Funding

Pros and cons of Ventures Board taking over some of the LDDA projects:

Pros – tight contract for service to provide clear measurable expectations; grass roots; weight off the LDDA Board members; heavy lifting; 2 LDDA Board members on Ventures Board; more downtown people involved; court members for LDDA Board; creates intimacy within downtown community.

Cons – manpower; need ideas; alignment with LDDA and Ventures; coordination with right stuff being lifted; budget splits (A&E fund); need aligned/strong structure.

- d. Role of the LDDA Board – macro/micro strategies in downtown; policy setters; help identify projects; provide financial review and approval; provide oversight of Executive Directors; resource to new members/businesses; cheerleaders; stakeholder in the community; positive influence, member; represent downtown; provide vision and promote it.

- o What can a Board member commit to doing in 2015?

Joe: Provide sound ideas and suggestions/recommendations based on prior business experience. Assist with providing sound guidance related to the West side alleyscape project.

Thaxter: Be a positive role model of a downtown business owner. Support and promote the downtown district. Involvement at a high level.

Alex: Continue to brainstorm with the LDDA Executive Director and help her work through some of the issues she faces.

Sharon: Provide education to property owners and merchants. Be a connector.

- o Who can a Board member connect to in 2015? Kimberlee suggested thinking of potential investors in Downtown.

Joe – Catherine Davies, Lawyer - new tenant at 500 West building

Thaxter: Russell Lombardi, Jon Schallert

Alex: Barry Hamilton, 380 Main St.

Sharon: High Plains Bank - Michelle Baltierras, Chris McVey

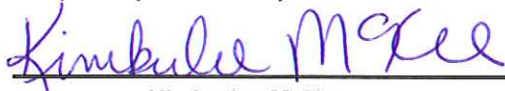
Suggestions from Sandi: Talk about positive things in downtown Longmont and continue the momentum.

EXECUTIVE SESSION – Executive Director Review: For discussion of a personnel matter under C.R.S. Section 24-6-402(2)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees.

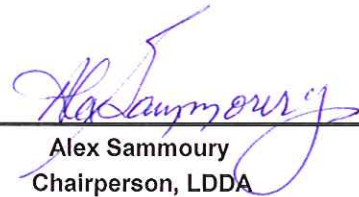
Motion: Alex Sammoury moved to approve the full bonus per current contract for 2014, as well as move 50% of bonus into salary for 2015. Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

6. **ADJOURN** – 1:40 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA