

LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

March 22, 2017 – 4:15 p.m.

Present: Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Jeff Moore; Joe Perrotto; Sharon Smith-Eisler; Thaxter Williams; Alex Sammoury
Absent: Burbidge Austin
Guests: Dan Gust; Brien Schumacher; Joan Peck
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** – Chris shared the exciting news at the Brewers Association’s event which announced Samples World Bistro as the no. 1 beer bar. Additionally, BizWest also honored 40 under 40 young professionals which included Jose Beteta, Carmen Sample, Brian Berry, Molly Kathryn O’Donnell, and Chris McGilvray.
3. **APPROVAL OF AGENDA**
Motion: Thaxter Williams moved to approve the agenda, Jeff Moore seconded the motion. The motions passed unanimously.
4. **APPROVAL OF MINUTES**
Motion to approve the February 22, 2017 **Board Meeting Minutes:** Joe Perrotto moved to approve the minutes, Thaxter Williams seconded the motion. The motion passed unanimously.
Motion to approve the February 22, 2017 **Board Retreat Minutes:**
Chris McGilvray amended his arrival time at the board retreat at 10:45 a.m.
Jeff Moore moved to approve the amended minutes reflecting Chris’ arrival time at 10:45 a.m., Joe Perrotto seconded the motion. The motion passed unanimously.
5. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none**
6. **INCENTIVES**
 - a. 464 Main LLC – Façade Improvement Grant – Dan Gust presented the application. Total façade renovation cost is \$15,218. Total façade renovation grant request is \$3,804.50.
Jeff asked if the business would need to break out the application on the east side for an alleyscape grant. East alleyscape grant is closed and no available funding. Is the city charging for design review? DIP fund takes care of it.
Motion: Alex Sammoury moved to approve the façade improvement grant for \$3,804.50, Joe Perrotto seconded the motion. The motion passed unanimously.
7. **UNFINISHED BUSINESS**
 - a. Alley & Main St. Pavement Project Update
Del Rae gave a quick update on the west side alleyscape. The 300 block repairs and improvements are going on along with parking lot improvements and landscaping and irrigation work. Work will then move to 400 and 500 blocks.
Kimberlee stated the need to investigate a gate locking mechanism on the public trash enclosures on the west side as these are being used as bathrooms. Joe Perrotto suggested looking into a solar powered motion detector light.

- i. Additional funds - Kimberlee showed a table of Main St. project cost. Originally projected at \$200,000 which later increased to \$265,000. After final bids, the cost was \$302,680 due to ADA ramps and domes. The City asked Kimberlee if LDDA would share the overage cost. The board discussed project timeline of 10-12 weeks (Mon-Fri). Jeff felt work will take longer considering labor and signage. Kimberlee stated that contractor felt timeline is accurate. Funding would come from TIF fund balance.

Motion: Alex Sammoury moved to allocate an additional \$20,000 to the project, Chris McGilvray seconded the motion. The motion passed unanimously.

8. NEW BUSINESS

a. Master Plan Approval

- Minor changes: text and spelling
- Larger changes:
 - Traffic calming on HWY 287 – Did not specifically show up in plan as other categories such as placemaking cover this with different ways to resolve issues
 - Management (pg. 48) public/private partnerships with the City and private development entities) - add Volunteer management
 - City Staff (pg. 64) – clarification on where services would come from
 - Priorities (pg. 6) – change modern office to creative/tech talent (and throughout)
 - List of projects – add Implementation on 1st and Main plan
 - Simple Tactics (pg. 23) – change subsidize to incentivize a market
 - (pg. 45) add - Explore and enter into public/private partnerships with the City and private development entities for redevelopment and revitalization projects that support LDDA goals
 - TOD (pg. 67) – change to 1st and Main transit center to include structured parking facility and Transit-Oriented Development opportunities

Planning and zoning meeting attended by Alex, Kimberlee and Erica went well with 7 to 0 support for the master plan update. Joint meeting with City Council and LDDA Board is on April 11. Chris and Alex will present.

- Review of 5 projects - #3 Business Development – craft/culinary
 - Chris suggested adding Retail
 - Alex shared the closing of Longmont JC Penny store. He asked Jeff if City Council is interested in reaching out to corporate to keep a small shop in light of its first shop opened in downtown Longmont. Jeff will bring it up at the council meeting. Also discussed updating the historic plaque.
- Review of 4 Programs – Kimberlee felt comprehensive wayfinding and placemaking should be included

Jeff asked how these would be identified and funded. Kimberlee stated to commission someone to a study on this as it is not an easy task. Visit Longmont funded wayfinding signs through the city.

 - Everyone agreed to keep the 4 items and add later if need be.
- Review of 7 Identified Indicators –
 - Residential vacancy would be hard to track - Chris asked about resources to track this. Will need to look into investment of resources.
 - Jobs and activity – staff time and worthy of investment. Alex suggested talking to realtors about vacancy tracking.

- Commercial vacancy – build a relationship with property owners and find out more information lease, space, etc. LEDP and LDDA share listing information with each other on a monthly basis. Chris suggested keeping a record of what we track and what we want to track for future reference.

Kimberlee will consult with the Board should significant changes come in before the joint meeting on April 11.

Motion: Alex Sammoury moved to approve the master plan update with current changes made. Any additional minor changes can be made by the staff. Jeff Moore seconded the motion. The motion passed unanimously.

b. Board Processes

- i. Establish Executive Committee – volunteers, Alex and Sharon, met with Kimberlee this week. Board was informed of the bylaws regarding appointing or removing members. Kimberlee suggested the committee meet on Tuesday the week before Board meeting. Meeting would consist of identifying items on consent, resources and setting of agenda. Will work with Alex and Sharon until July, where Board will officially appoint Executive Committee.

Establish Consent Agenda – Jeff asked for clarification on items on consent based on current agenda. Grant approvals by staff and IGAs could be items on consent. Chris suggested streamline reporting already covered on the packet and focus on bigger things to discuss at meetings.

- c. Staff Criteria for Grant Approvals – a checklist was provided as a requirement from businesses applying for grants.

Policy for staff approval – a draft of procedures and policies was shared. Brien Schumacher reviewed it as well. Alex suggested any application in the amount of \$5,000 and under can be approved by staff. Chris and Jeff felt businesses can present for over \$5,000 and above with an option to start work prior to the meeting.

Motion: Joe Perrotto moved to approve the procedures and policies for grant approval, with changes of dollar amounts and presentations. Chris McGilvray seconded the motion. The motion passed unanimously.

d. IGAs

DDA/GID- changes to dates and dollar amount.

Motion: Alex Sammoury moved to adopt the DDA/GID IGA, Chris McGilvray seconded the motion. The motion passed unanimously.

DDA/City – changes/updates as presented.

Motion: Chris McGilvray moved to adopt the DDA/City IGA, Joe Perrotto seconded the motion. The motion passed unanimously.

9. FINANCE REPORT

Lobbying services will be presented at next meeting.

The Dickens patio is a City property and it is crumbling. Bids for cost of work is \$15,000-\$20,000. Funding will come from streetscape extension project. Kimberlee will present a budget and scope of work in the future.

Irrigation on breezeways (west side) – total cost is \$4,300, self-watering pots cost is \$2,500 and these are movable. Staff will invest in self-watering.

10. EXECUTIVE DIRECTORS REPORT

- a. Parking time limit update – discussed at business owners meeting and no one objected to the time changes.
- b. Vista position – application process was re-opened. A strong candidate is being considered and scheduled for phone/skype interview tomorrow afternoon. Fee is \$15,000 for 1 year at 40 hrs/week based at the LDDA offices.

11. ITEMS FROM STAFF – Del Rae shared she will be out of the country for 4 weeks and will miss next month’s board meeting.

Executive Session – start at 5:37 p.m.

12. 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: The Board agreed to award Kimberlee a 4% increase in salary and the maximum bonus for the contract.

Executive Session – end at 5:50 p.m.

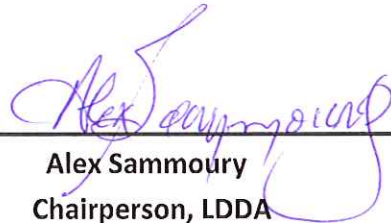
13. BOARD MEMBER COMMENTS - none

14. ADJOURN – 5:54 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA