



BOARD Minutes

Longmont Downtown Development Authority

Board of Directors

528 Main Street, Longmont, CO 80501

July 23, 2014 – 4:15 PM

Present: Larry Stauss, Sharon Smith-Eisler, Alex Sammoury, Gabe Santos, Thaxter Williams, Burbidge Austin, Ex-officio Member: City of Longmont, Jim Golden

Absent: Joe Perrotto

Guests: Doug Ward, Shawn Lewis, Amy Ross, James Ross, Jamie Licko, JoAnn Austin

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser

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

2. **BOARD AND EX-OFFICIO MEMBER COMMENTS** – Larry welcomed Thaxter Williams to the Board and welcomed Alex Sammoury and Burbidge Austin back to the board.

3. **APPROVAL OF AGENDA**

Motion: Gabe Santos moved to approve the agenda, Thaxter Williams seconded the motion. The motion passed unanimously.

4. **APPROVAL OF MINUTES**

Motion to approve the June 25, 2014 Board Minutes

Motion: Sharon Smith-Eisler moved to approve the agenda, Burbidge Austin seconded the motion. The motion passed unanimously.

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

6. **FINANCE REPORT** Concerts have hit the A&E budget and we're on track on all accounts for the first half of this year. We did pass the operating expenses at the last budget and hope to come back in August to show the draft that will be going to City Council. The DIP fund balance is \$85,304 and that includes the \$100,000 of TIF we moved to it.

7. **EXECUTIVE DIRECTOR REPORT**

Creative District Update – We did not get certified as a Creative District through the state of Colorado. Joanne Kervis and Kimberlee met with the State to discuss the issues and where the disconnect in communication was. When they found out our TIF financing was cut by 54% that worried them. Kimberlee explained what the TIF dollars are used for and she thinks they understand it better now. Another issue was sustainability using the PAN (Pear Advisory Network) 30 hours. Kimberlee hopes we get certified within the year.

Work Plan Update - We are hitting a lot of the areas and doing them pretty well. Kimberlee went through the plan that shows target items, what has been accomplished, and projected accomplishments. Gabe Santos suggested having the Chair of the LDDA board and Jim Golden attend the Boulder County Commission meetings for extra support.

Target Industry Analysis - Shawn Lewis presented. The City started work on a new plan for Economic Development called a Target Industry Analysis which also included a market assessment of the community and a target industry list. Creative Arts & Culinary was recommended as a target industry in the Downtown Area which can be expanded to include craft breweries and manufacturing, which is a good draw for Downtown. The section presented to this board is the Implementation Section showing what each of the economic partners will be tasked with doing. They'd like to have the board of each economic partner look over the tasks and sign off on them and make a motion to accept it. They want agreement in moving in the same/right direction to incorporate an overall strategic plan/direction. Kimberlee went through the tasks for the LDDA and how they relate to what we are currently doing. She didn't feel the tasks would be counter productive to what we are doing now so she recommended approving them.

Motion: Alex Sammoury moved to adopt the Implementation Section tasks. Gabe Santos seconded the motion. The motion passed unanimously.

8. **UNFINISHED BUSINESS**

Sustainability Plan Presentation – Previously board expressed having the Creative District be transitioned out of the LDDAs work plan. Jamie Licko is working with the Art Administrators Committee and how this transition would occur. Jamie met with the Art Administrators Committee twice and started looking at the Downtown Community Ventures body as the place to house the administration of the Creative District. The other three entities to provide support to the Creative District administration include LDDA, Visit Longmont, and the Longmont Council for the Arts. The goal is to implement in 2017. Jamie went through the roles of each entity, the transition plan for the next three years, additional partners and support, funding, and next steps. Jamie asked the Board for any feedback or input. Kimberlee added that the Downtown Community Ventures seemed like a good fit for the Creative District and potentially taking on the Business Improvement District.

9. NEW BUSINESS

Incentive Applications

DIP: 461 Main St. – Amy and James Ross from Rosalee’s Pizzeria presented their façade improvement project which includes removing current front glass, building up a bar height bar with a glass overhead garage door, replacing all remaining openings with glass panels and adding permanent steel railing to front patio area. Any brick removed will be reused in the project. Their total project cost is \$13,207.50 and are requesting a 25% reimbursement of \$3301.88.

Motion: Alex Sammoury moved to approve the grant support for \$3301.88. Gabe Santos seconded the motion. The motion passed unanimously.

SIGNAGE: 461 Main St. Amy and James Ross from Rosalee’s Pizzeria presented their sign project which includes removing the old sign and installing a new projecting sign mounted on a metal arm. They will also enhance the lighting for the sign. Their total project cost is \$4,513 and are requesting a 50% reimbursement of \$2,256.

Motion: Alex Sammoury moved to approve the sign grant support for \$2,256. Burbidge Austin seconded the motion. The motion passed unanimously.

LDDA Board Elections – Bill Sawyers was the Board Chair and is no longer on the Board. Larry Stauss is the Vice Chair, Sharon Smith-Eisler is the At Large, and Kimberlee McKee is the Secretary. Larry and Sharon want to continue in their current positions. Kimberlee asked for any nominations for Chair. Larry nominated Alex Sammoury for the Chair position. Thaxter Williams motioned to accept the slate of officers. All voted to approve Alex Sammoury as Board Chair, and for Larry Stauss and Sharon Smith-Eisler to maintain their current positions.

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

11. ITEMS FROM THE STAFF - none

12. BOARD MEMBER COMMENTS – Burbidge met with the new owners of the Terry & 4th Brownstone project. They asked if we knew the property owner versus rental occupancy rate on Terry St. Kimberlee said she can query our information and give an estimate.

13. ADJOURN 5:43 p.m.