



Board Minutes

LDDA Board Meeting

528 Main Street, Longmont, CO 80501

April 23, 2014 – 4:15 PM

1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
2. **BOARD AND EX-OFFICIO MEMBER COMMENTS - none**
3. **APPROVAL OF AGENDA**

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

4. **APPROVAL OF MINUTES**

A. **Motion** to approve the February 13, 2014 Board Retreat – Sharon Smith-Eisler moved to approve the minutes, Larry Stauss seconded the motion. The motion passed unanimously.

B. **Motion** to approve the February 26, 2014 Board Minutes – Joe Perrotto moved to approve the minutes, Larry Stauss seconded the motion. The motion passed unanimously.

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

6. **FINANCE REPORT – on track for 2014 as shown on the worksheet. LDDA received \$2000 Cigarette Litter Prevention grant from Keep America Beautiful. The fund will be used to place cigarette receptacles around downtown. A \$1500 grant from Visit Longmont was also received for the Festival on Main event. The fund will be used for event advertising to up to 30 miles outside Longmont. Clean and Green is scheduled on April 26th. Home Depot gave \$800 of in-kind funding for supplies, sod and plants to replace the juniper bushes at the 500 East parking lot. Kimberlee applied for funding from Boulder County Arts Alliance which could be used for the operating funds for the Downtown Longmont Community Ventures. Grant will also be used for pursuing the 501 c3 Federal Designation.**

7. **EXECUTIVE DIRECTOR REPORT**

Clean and Green has 154 volunteers at this point.

A. Envision Downtown Longmont Event – video shoots and photo shoots are going on featuring downtown businesses. New identity called 'OWN Downtown' be unveiled at the event. Kimberlee showed samples of images for banners and promotions. VIP Reception on May 14th will be held at the Guaranty Bank and followed by the public reception at the Dickens Opera House.

(Jim Golden came in at 4:56 p.m.)

LAEC is doing a target industry analysis. The group identified the target as Creative Arts and Culinary. This will also be discussed at the Dickens during the Envision event. The economic development analysis will be shared to the Board once finalized.

Sharon asked about the loan program for food stores. Kimberlee met with PUMA about food deserts. Loan is available for food retail in downtown Longmont.

8. **OLD BUSINESS**

A. Downtown Ventures Update – will be introduced on May 14th. The mission is to promote downtown vibrancy through arts, culture and economic development. Phase 2 project was identified to be a metal framing system for 3 6'x9' paintings from local artists to be displayed on 400 East breezeway. A public funding ASK will also take place at the May 14th event. Attendees will be asked to choose: 1) Interest on financial support on feasibility study for art space in downtown Longmont, 2) Interest in investing in Downtown Longmont Community Ventures and 3) More information needed.

B. Creative District Update – PAN hours is contracted with Jamie Licko to look into financial and administrative sustainability. Kimberlee and Jamie discussed a 3-tiered approach – 1) LDDA to keep doing infrastructure projects and be a key partner for administration, 2) If designation happens, state funding can be used to hire someone to take charge of sponsorships and grant writing, and working with other partners, 3) Partner with Longmont Council for the Arts and have them take on marketing and

events in downtown. Kimberlee will be attending the Colorado Creative Industries meetings on April 30, May 1 and 2 in Salida and will meet with Jamie and Joanne Kirves from the LCA.

May 9th, the next 2nd Friday, will feature Music Art and Youth partnering with the school district. Art display and music performances will take place around downtown.

Downtown Tree Trimming – test block was done at the 400 block. The city will take over regular maintenance and LDDA will still be responsible for breezeways and any emergency needs.

Motion: Larry Stauss moved to approve to continue work on tree trimming after the test block, Joe Perrotto seconded the motion. The motion passed unanimously.

9. NEW BUSINESS

A. Signage Request – BreakAway Cycle

Allison Zemanek presented the front signage application to include new awning, painting and lighting. Total Dip request is \$2,104.20.

Motion: Joe Perrotto moved to approve the signage application for \$2,104.20; Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

B. DCI Conference sponsorship – this year's conference will take place in Ft. Collins on September 9-12. Kimberlee asked the Board if LDDA could sponsor the Conference Registration at \$2000 which includes 4 conference registrations. David Starnes and Kimberlee submitted a sessions for the conference about Gateways through development (Cheese Importers, Roosevelt Park Apartments).

Motion: Joe Perrotto moved to approve the LDDA sponsorship of \$2000, Larry Stauss seconded the motion. The motion passed unanimously.

C. IGA Amendment for Signage – first reading at the Council was done, and 2nd reading is scheduled for May 6th. Kimberlee invited the Board to attend. Amendments were distributed to the Board. Per Larry's suggestion, Kimberlee asked the lawyer and to review/approve the amendments.

Motion to approve the amendment to the IGA as presented: Larry Stauss moved to approve the amendment to the IGA as presented; Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

D. LDDA Work plan –work plan from the Board retreat was presented.

- Clean and Safe – added work outside the GID, Clean and Green event, cigarette litter campaign, streetscape and tree trimming.
- Safe – continue to monitor safety issues
- Marketing – added the rack card for the Art District venues, social media, block captain meetings continue
- Pleacemaking – strengthen the identity with new banners and signage, breezeway phase 2 project on-going
- Development and Infrastructure – east side alleyscape troubleshooting, complete west side design, continue permitting, managing and new parking lots added, Times Call and Butterball redevelopments, Roosevelt Park Apartments agreements in near completion, County facility parking structure feasibility, incentive promotion and management, extend streetscape from 3rd – 1st Avenue.
- Dismount Zone – revisit enforcement
- Historic Preservation – events being planned by a historian and LDDA promotes them.
- Business – Art spaces has 12 artist applicants. Committee will meet with artists prior to making a decision, work with LAEC on art project
- A&E – identified 2014 events from summer to the holidays (Drink or Treat event taken out due to liability issues), Farmers Market added this year, Retail Committee yet to start, look to increase street activity and nightlife, application for creative district designation will be submitted on May 23rd

- Financial Development – Downtown Longmont Community Ventures have begun the fund raising and complete the non-profit federal structure, bring in new sponsors, negotiate with Boulder County commissioners, utilize internship program through FRCC
- Task Forces – business task force to focus on 200 and 600 blocks, strategic partnership to increase outreach, troubleshoot issues as needed on housing

Things to discuss:

- Zoning – keep the item: work with the City on review. Review halfway houses, retail uses, ground floor apartments, etc.
- Business Recruitment – keep: LAEC would partner with LDDA
- Retail – incorporate with business recruitment
- Retention interviews – take out
- Maps – put on hold: Visit Longmont is creating a map of Longmont
- A&E – keep
- Art Stipends – take out
- BID feasibility – implement elements of DCI report as presented. Kimberlee will get a list of tax information from the City to update the LDDA listing

Activities to discuss:

Item 1 – continue to update property owner database - keep

Item 3 - develop key messages for property owners based on initial survey completed in late 2013 - bump dates another year

(Gabe came in at 5:15p.m.)

Motion: Sharon Smith-Eisler moved to approve the changes to the work plan as discussed, Joe Perrotto seconded the motion. The motion passed unanimously.

10. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)** - none
11. **ITEMS FROM THE STAFF** - none
12. **BOARD MEMBER COMMENTS – Sharon:** Can the Envision Downtown Longmont be used for business recruitment? Yes.
13. **ADJOURN – 5:17 p.m.**

Respectfully Submitted by:

Kimberlee McKee
Executive Director, LDDA

Bill Sawyers
Chairperson, LDDA