

LDDA Board of Directors Meeting
December 16, 2020 – 11:30 a.m.

Zoom - <https://us02web.zoom.us/j/89510158105?pwd=UnhFaXkzQWpmVHIRTzhQUjJRuzU5dz09>

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin, Joe Perrotto; Jim Wardell; Kirsten Pellicer

Absent: Chris McGilvray

Guests: none

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

1. **EXECUTIVE SESSION: Executive Director Review:** For the 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.

Adjourned: 11:50 am

2. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING. 11:50 am**

3. **BOARD AND EX-OFFICIO MEMBER COMMENTS** Joe said they'd extend Kimberlee's contract for another year. Board agreed to postpone Kimberlee's 2020 bonus to review in mid-June 2021. Will still review 2021 bonus in December 2021.

Motion: Kirsten Pellicer motioned to extend Kimberlee's contract to Dec. 2021. Jim Wardell seconded. Motion passed unanimously.

4. **APPROVAL OF AGENDA**

Motion: Jim Wardell moved to approve the agenda, Kirsten Pellicer seconded the motion. The motion passed unanimously.

5. **APPROVAL OF MINUTES**

- a. Motion to approve the November 18, 2020 Board Minutes. John Creighton moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

7. **NEW BUSINESS**

- a. Set Meeting Dates, Times & Locations for 2021

The dates which remain the same with the 4th Wed. of every month at 4:15pm. Will keep posting the hard copy agenda in the office window at 320 Main St. Will move the Retreat to Jan. 27, 2021, 8:30 – 11 am instead of in the afternoon.

Motion: Kirsten Pellicer motioned to approve the dates, times, and agenda posting location, John Creighton seconded the motion.

- b. Set Meeting Notification Location for 2021. See above motion.
- c. LDDA Board Retreat

- i. TIF policy – top priorities for investment. Adopting this policy will be majority of the Jan. 2021 Board Retreat. David Starnes will start out with an update to the marketing analysis he presented at the Feb. 2020 board retreat. May send some easy homework prior to the meeting. Finance Committee looked into the Ft. Collins TIF documents. Committee felt they are well put together but have questions for the Board. Kimberlee will put together a more comprehensive draft.

Some key considerations are eligible expenses. Kristen experienced the code related expenses. Still many Downtown buildings that need significant fire suppression expenses. Would like to see those as eligible since they stay with the building and improve the building's safety.

Kimberlee asked if parking should be included. Ft. Collins doesn't invest in parking directly. They do include the value of the tax increment that the garage will have over time to the tax increment project calculation. Should parking be included? Joe thought parking would not be included. Jim said it would be more about changing people's habits to assist people that close parking is available. Wayfinding is a priority. Kirsten said maybe we don't fund parking but what the net parking impact is for the project. Is there a way to write in that we look for projects that net parking impacts of X? What are our priorities in caps for funding?

Best to say we would never give any more than 50% of the tax increment that we receive. Board agreed. What is the primary focus? Percent of employment versus housing? How much would you commit to those? Does housing bring more commerce? Yes, it should. Pays its way easier than commercial. Harder to fund commercial than housing right now. Kimberlee said we're missing office and R&D. With more remote working, housing can be more important. SMS still has building 5 to build on Emery St. and townhomes across the street. There is strong amount of more residential in the pipeline with 3 future developments in review (121 Main, Atwood St., and Gold Key.)

Large office tenants don't need large office space as they did before. More may be going to smaller spaces which gives us a good opportunity. We could maybe do common amenity spaces for satellite offices. LDDA could invest in office improvements. Prioritize on investments that keep people downtown during the day (8am-8pm). Example would be housing that also has co-working space.

Our downtown has niche in small office space. A lot needs improved and is dated. Kimberlee will put together a scoring matrix and percentages and review at the retreat. Should we follow up on this with some design standards/guidelines for those projects? Joe said should try to keep consistency. These could dial in on what planning and zoning already has. Our historic district/core would have different guidelines compared to the industrial area we have.

Greeley had a committee that reviewed projects before going to the Board. This could be redevelopment manager from City, someone from LEDP and anyone else you think should be in the group. Opportunity to enlist a resident or business owner that's not on the board (but could maybe transition into board position down the road). Include from inside and outside LDDA. We could include someone from our Residential Advisory Group.

On real large projects we give TIF dollars and refund permit fees. Have done that 100%. Who gets that when and how? If it's public infrastructure type of things, DIP is a better tool. Joe suggested setting a policy instead of leaving open. Kimberlee said in large scale projects would be good to request public spaces.

- ii. Top priorities to aid in recovery. Board responses included promoting existing businesses, working with them for financial aid gaps, similar ideas to get them around business restrictions/limitations, build on what some businesses have figured out how to do, interest in having streets closed again next summer, safety aspect could be summer/fall so need to

promote safety comfortability, get empty spaces filled, re-opening symbolism, borderline storefronts that need assistance to re-open, blighted vacant space that needs more funding by lifting caps if they meet with our Master Plan. If we want to do public spaces, how do we do it better? Restaurant outdoor seating is critical to them rebounding in warmer weather.

- d. Extend delivery assistance through January 31, 2021. Businesses that are participating are grateful. To date have spent \$400 from Easy Eats. Twelve businesses are doing their own deliveries and we expect their bills this week. Many asked if we'd be extending it past Dec. 31, 2020. Anything we can do in Jan/Feb to encourage takeout is critical. Kimberlee asked if we could add another \$5,000 for total of \$15,000 funds available for this assistance.

Motion: John Creighton motioned to extend the delivery assistance to Jan. 31, 2021 and increase the funds assistance to \$15,000. Jim Wardell seconded the motion. The motion passed unanimously.

8. EXECUTIVE DIRECTOR'S REPORT

- a. LDDA Holiday Hours. We will be closed Christmas Eve/Day and New Years Eve/Day. We have one person in office at a time. Selling a lot of gift cards. First quarter marketing will push using gift cards. John asked should we give 10% promotion onto gift card purchase.? We can't add a promotion amount to the gift card when we issue it. But, LDDA could run a report to see which businesses received redemptions and perhaps send them a 10% bounce back that way. We'll look into it.
- b. Lights - Del Rae did great job on the Christmas lights. The Tivoli lights parallel on Main St. and the mid block crossing poles look great. We are getting a quote to do the remaining blocks (100, 200 and 600 blocks) with more parallel Tivoli lights. Will get original cost reimbursed from our CARES Act dollars.

New board member elected is Wes Parker from State Farm Insurance.

Kimberlee thanked the Board and leaned on them more than ever this year. Businesses are grateful for us trying.

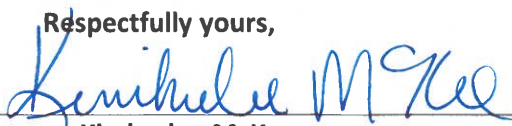
9. ITEMS FROM STAFF Del Rae and Colin thanked Board for their support this past year.

10. BOARD MEMBER COMMENTS Jim noticed the holiday section in Kimberlee's contract. He said City added a floating holiday due to COVID and that we should add to hers as well.

Motion: Kirsten Pellicer motioned to add the floating holiday to Kimberlee's contract to match City's policy. John Creighton seconded the motion. Motion passed unanimously.

11. ADJOURN** 12:44pm

Respectfully yours,



Kimberlee McKee
Executive Director, LDDA



Joseph Perrotto
Interim Board Chair, LDDA