

LDDA Board Minutes

528 Main Street, Longmont, CO 80501

January 27, 2016 – 3 PM

Present: Jeff Moore, Sharon Smith-Eisler, Ex-officio Member: City of Longmont, Jim Golden
Thaxter Williams, Chris McGilvray
Absent: Alex Sammoury, Burbidge Austin, Joe Perrotto
Guests: Brien Schumacher
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

a. **Good News Check-in** – Sharon asked who can attend the John Madden Jr. Leadership Award event. Kimberlee will have a table for 10. Thaxter announced that he is now a Longmont Community Justice board member. Chris shared he is serving on the Education Committee in the Longmont Chamber of Commerce and will be teaching at the Front Range Community College.

3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES

Motion to approve the December 16, 2015 Board Minutes – Chris McGilvray moved to approve the minutes, Jeff Moore seconded the motion. The motion passed unanimously.

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

6. UNFINISHED BUSINESS

a. Alleyscape Amenities – Del Rae informed everyone that DeFalco plans to start on February 8, weather permitting. Del Rae, Josh and Cathy (DeFalco public information officer) met with all businesses in the 300 west block regarding scope of work, schedule and parking. Sharon asked about the business meetings held at the LDDA. Del Rae shared that 2 meetings were held. Majority of concerns were related to parking and access to alleys. Another consistent concern is parking spaces covered with snow and how to remove it. Displaced parkers will use Times Call lots and Main St. for overnight parking for residents. DeFalco has a public information officer and a hotline for questions about the alleyscape.

Kimberlee talked about amenities on the east side which she would like to do in the west side. She is asking to use \$36,000 for the amenities on west side. Jeff asked about the use of J boxes on the 400 and 500 west blocks. Kimberlee stated these will be used for events held on the west side to which Thaxter added that it would create more flexibility on downtown events.

Motion: Thaxter Williams moved to approve the \$36,000 for west side alleyscape amenities to include the 2nd J box, Chris McGilvray seconded the motion. The motion passed unanimously.

b. Downtown Concert Series follow up – Kimberlee shared her conversation with the board member/treasurer of Louisville. They are going forward with this year's 7-night concert series. They charge shopping booths \$100/night, they have \$250,000 budget for the whole event. LDDA has \$30,000 budget. Currently, there is revenue of \$42,000 built up over the years of the series. Kimberlee thinks bigger footprint is important and this would incur additional cost for barricades and other supplies. Staff is looking at regional bands and kids area. Sharon asked about Roosevelt Park concerts being moved out of the park. The Recreation Services will hold 4 Tuesday concerts in different parks around the city. Kimberlee will reconnect with Louisville to find out types of shopping vendors and their concert dates. The board agreed to create a kid's area, invite all downtown and previous local breweries and bigger bands. Chris commented on the complexity in 2016 based on the redevelopments going on in the district. Everyone agreed to keep the consistency in June and the ColoRODans concert in July.

- c. Retail Conversion Grant changes – as discussed in last board meeting, grant will stay as is. Longmont EDP will designate a portion of their funds and based on this Kimberlee will ask board to consider moving more funds into this program.

7. NEW BUSINESS

- a. **2016 Meeting dates/officers** – board meeting will be held at 528 Main St. conference room and notifications will continue to be displayed on the LDDA window. Jeff Moore moved to approve the dates and locations, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

- b. **2016 Board Retreat**

Motion: Jeff Moore moved to approve February 29, 2016 for the board retreat, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

- 8. FINANCE REPORT** – Presented year end financials and noted there will still be adjustments. Kimberlee updated the Board that staff is working with the County on understanding tax abatements and the adjustment in revenue. Kimberlee and Jim will be on a conference call with the State about TIF. A new intern, funded through the work study program at Front Range Community College started this week through May 2016.

9. EXECUTIVE DIRECTOR REPORT

Kimberlee asked the Board if there were any objections to not holding a Clean and Green event this year due to alleyscape and other projects going on downtown. Board agreed to not hold it. Staff will identify special projects if possible. IGA will be shared next month. Facebook friends increased over the holiday season. Last year, the State Legislation made changes to URAs (Urban Renewal Authority). They are now doing follow up legislation to assist with proper implementation of those changes. This includes new board members, cost sharing and other changes. We believe that legislation may be introduced to apply similar criteria to DDA's this year. Kimberlee will keep board members updated.

10. Downtown Design Board Advisory Committee appointees

- a. **Recess as Longmont Downtown Development Authority and Convene as the Downtown Design Board**

Motion: Chris McGilvray moved to approve the LDDA recess and convene as the Downtown Design Board, Jeff Moore seconded the motion. The motion passed unanimously.

- i. Appoint new member of DAC – Debra Heiser has been a resident for a year in Longmont and can be appointed as a member of the Design Board.

Motion: Thaxter Williams moved to approve the appointment of Debra Heiser to the DAC, Chris McGilvray seconded the motion. The motion passed unanimously.

- b. **Adjourn as Downtown Design Board and Reconvene as the Longmont Downtown Development Authority Board**

Motion: Jeff Moore moved to adjourn the DDB and reconvene as the LDDA, Chris McGilvray seconded the motion. The motion passed unanimously.

- 11. ITEMS FROM THE STAFF** - none

- 12. BOARD MEMBER COMMENTS** - none

- 13. ADJOURN** - 3:57 p.m.

- 14. Meeting to be followed by 4 p.m. presentation – Building Better Cities Dialogue**

Respectfully submitted by:

Kimberlee McKee
Executive Director, LDDA

Alex Sammoury
Chairperson, LDDA