

downtown.

L O N G M O N T

LDDA Board Minutes

528 Main Street, Longmont, CO 80501

December 16, 2015 – 4:15 PM

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

Guests: Vince Winkel, Karen Worminghaus

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** – Joe shared that downtown looks busy and festive.

3. APPROVAL OF AGENDA

Motion: Chris McGilvray moved to approve the agenda, Burbidge Austin seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the November 18, 2015 Board Minutes: Jeff Moore moved to approve the minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

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

6. Presentations

- a. E-go Car Share presentation – Karen Worminghaus, director of E-go Car Share, presented the program which started in 2001 in Boulder and 2009 in Denver. It is a non-profit organization which strives to fill in the gaps between transit and other mobility options. They have started a pilot program with the Boulder County in Longmont. They are asking for a designated parking space at the 600 West lot. The LDDA Board feels that a space in the 600 West lot is acceptable for a limited trial. City Council will need to give direction in January 2016 for the program to start in Longmont. LDDA will share the information to downtown businesses and employees.

Motion: Chris McGilvray moved to recommend to the City Council to designate a parking space on the identified location, Burbidge Austin seconded the motion. The motion passed unanimously.

7. INCENTIVE

- a. 351 Coffman DIP Grant - Joe Perrotto presented the façade grant application to improve existing commercial office building. Total cost of grant request is \$10,000.00. Jeff inquired about the bell tower removal. The Sign Company presented Joe with a better proposal to include removal of the bell tower. DIP balance was shared in the packet. Financials for the project was reviewed by Kimberlee and Jim as well.

Motion: Thaxter Williams moved to approve the façade grant application for \$10,000.00, Chris McGilvray seconded the motion. The motion passed unanimously.

- b. 351 Coffman signage grant – Joe Perrotto presented the sign grant application to install a monument sign in front of the building. Total cost of grant request is \$3,500.00. Kimberlee added that the design was reviewed and approved by the Design Committee.

Motion: Thaxter Williams moved to approve the sign grant application for \$3,500.00, Burbidge Austin seconded the motion. The motion passed unanimously.

8. UNFINISHED BUSINESS

- a. Parking Study Update – Kimberlee shared that a consultant has been chosen and notified today. The County was invoiced for the study. The City Council passed the IGA to receive funds on December 15. The study should take 3-4 months. Kimberlee will share the name of the consultant to the Board after confirmation/acceptance from them.
- b. Retail Space Update – LDDA lease will expire in September 2017. Currently, the space still has one artist who is interested in continuing her lease next year. Kimberlee shared an overview of the original program. An on-line store who sells sustainable products has expressed interest in the vacant space. Kimberlee proposed dividing the studio into 2 units – one could be a traditional store with a higher rent (\$500) and will not pay the 20% sales commission, and the current space be a co-op gallery. Joe asked what types of interests have come in for the space and any seasonal artist interest. Kimberlee has gotten calls from clothing and new business start-ups. The concept of sharing the space has deterred interested parties. Advertising of the space is through the local artist groups. Joe offered to look into demising the wall or installing a temporary sliding wall to separate the space. Chris feels optimistic about finding another business to rent part or the entire space being a prime location. Jeff asked about the 20% sales commission from the current artist. Kimberlee stated that this will be held based on the original program design. Should the artist move somewhere in the district, she would get the commission back and if she doesn't, this would be re-invested back into the program. Joe added that he has received

interests for group meeting spaces which could utilize the vacant space. The Board agreed to extend the current artist's lease to 3 months under current agreement, raise the rent to \$500 after that and look into how to delineate the space or breaking it into 2. The artist will be notified if an offer for the entire space comes up. Chris suggested that if the current model doesn't work 3 months from now, the program needs to be re-evaluated and look into changing the model altogether.

9. NEW BUSINESS

- A. Event Survey Overview – Kimberlee shared the results of the survey which showed highest and lowest foot traffic, sales, positive and negative community impact and comments on street closure. Chris added that downtown exposure and economic impact are relevant to the events. Kimberlee tallied the open-ended survey on the events with most positive and negative impact on sales and foot traffic to downtown businesses:

Positive - highest to lowest:	Negative – highest to lowest:
1. Festival on Main	1. ArtWalk and parades
2. ArtWalk and 2 nd Fridays	2. Concert Series
3. Parades	3. Cruise Night and Festival on Main
4. Small Business Saturday and Cruise Night	4. Farmers' Market and Tree Lighting
5. Concert Series	
6. Farmers' Market	

Village at the Peaks impact to downtown events: yes - 25%, no - 51%, not sure - 23%

Kimberlee and Emelie met with Village at the Peaks marketing department and shared downtown standing events and schedule.

Events are communicated via business e-mail and neighborhood notices.

Kimberlee asked the Board which DDA co-sponsored events should carry over to 2016:

- o Concert Series / ColoRODans – look at bigger band names, fewer concerts, Joe suggested meeting with the Louisville DDA. Discussion will continue in January to include bands, vendors and budget
- o Festival on Main – Kimberlee will present a proposal in the future for the 2-day event August 26-27, 2016
- o Tree Lighting – continue to hold it on Friday after thanksgiving on a smaller scale
- o ArtWalk – evaluate when new Director is in place

Suggestions and considerations to all events:

- o Need to be very strategic about events and street closures (Main St.), survey is very helpful, execution of events is well established, visibility is a huge strength and the DDA should continue to look into it
- o Collaborate with other City venues and pool money and move concerts around
- o Raise money through different types of vendors and beer sales

- B. Retail conversion grant changes – with the information and questions presented, Kimberlee asked the LDDA Board for direction to bring back to the Longmont Area Economic Council. A proposal will be generated and presented back to the LDDA Board. Opening the grant to culinary and creative arts is in-line with the Creative District plan and will help generate jobs in downtown. One benefit the changes would bring is investments to the downtown buildings and bring in sales and property taxes.

Alex asked about vacancy rates and Kimberlee stated it is very low but current buildings with service-oriented tenants can avail of the grant if converted into retail spaces.

The Board gave Kimberlee direction to keep the retail conversion grant as is and treat non-retail grants separately.

10. FINANCE REPORT – November financial report was shared.

11. EXECUTIVE DIRECTOR REPORT

Thaxter and Kimberlee met with Michael Reis, David Starnes, Shawn Lewis and Art Space. Art Space is the developer of affordable live/work spaces for artists. Kimberlee thought the model is worth pursuing and suggested discussing this more in-depth during the Board Retreat in 2016. Everyone was in favor to move forward with discussions.

Village Place – Kimberlee and City Staff continue to meet with the Longmont Housing Authority regarding parking issues and redevelopment of the 6th Avenue Plaza.

Board retreat – a date will be set in January. Kimberlee asked the Board for any ideas and topic to discuss.

200 block – redevelopment to have strong ties to the end of the district. Kimberlee asked for 2 board volunteers to be on the task force for redevelopment. Alex and Sharon volunteered to be on the task force. Vince Winkel also volunteered.

Downtown Longmont Community Ventures – 501c3 application is getting closer to being finalized.

12. ITEMS FROM THE STAFF – own it retail bags were offered to everyone.

13. BOARD MEMBER COMMENTS – Alex gave the LDDA staff a big compliment with all the hard work in downtown this year.

14. ADJOURN - 6:25 p.m.

Respectfully submitted by:

Kimberlee McKee
Executive Director, LDDA

Alex Sammoury
Chairperson, LDDA