

# downtown.

L O N G M O N T

## LDDA Board Meeting

Sandstone Ranch, 3001 Colorado Highway 119, Longmont, CO 80504

February 29, 2016 – 9 AM

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**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:** Brien Schumacher, David Starnes, Kristen Cypher (Board Retreat facilitator)  
**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres

### 9 A.M. REGULAR MEETING

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

#### 2. BOARD AND EX-OFFICIO MEMBER COMMENTS

- a. **Good News Check-in** – Thaxter announced that the Community Justice Partnership will be moving in to the LACC vacant space. Chris shared the success of the Unity in the Community event. Jeff will bring his beerquator (craft beer sampler) to Samples World Bistro on Tuesday.

#### 3. APPROVAL OF AGENDA

**Motion:** Jeff Moore moved to approve the agenda, Chris McGilvray seconded the motion. Then motion passed unanimously.

#### 4. APPROVAL OF MINUTES

**Motion** to approve the January 27, 2016 Board Minutes: Burbidge Austin moved to approve the minutes, Alex Sammoury seconded the motion. The motion passed unanimously.

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

#### 6. UNFINISHED BUSINESS

- a. Downtown Concert Series follow up – 2016 concert series will take place on the first 3 Fridays in June, ColoRODans on July 22. Concerts will have regional and touring bands. Kids area will be added and activities provided by Dizzy's Entertainment. Chris asked about sponsorships. Stage will be sponsored by Guaranty Bank, June 10 will have 4 Alumni sponsors. DDA staff will continue to work on getting more sponsors. Thaxter asked about band rates. This year's bands are approximately \$2,500-3,000 for each night. Bands picked are: Musketeer Gripweed, Thunk, The Samples Band and Split Lip Rayfield. Kimberlee shared a possibility of partnership with Wibby Brewing for June 24. Chris highly supports it.
- b. Alleyscape Update – Del Rae updated everyone that the alleyscape on the 300 west block in underway. Email updates are sent weekly. On-site signage is up. Work on the 400 and 500 west blocks will start after 300 west is done by May. Kimberlee thanked Del Rae for an amazing job.

#### 7. NEW BUSINESS

- a. Arts Longmont Incentive – Kimberlee presented the application for the signage grant. The organization is updating the logo and look. Total grant request is for \$725.00.  
**Motion:** Thaxter Williams moved to approve the application, Chris McGilvray seconded the motion. The motion passed unanimously.
- b. 2016 IGAs (Intergovernmental Agreements) – due to changes being done currently, IGAs will be discussed in the March Board meeting. Kimberlee is investigating ways to do maintenance in downtown.
  - i. LDDA & City of Longmont
  - ii. LDDA & General Improvement District (GID)
- c. 2016 Board Officers – Alex Sammoury will continue to be the Chairperson, Thaxter Williams was appointed as the Vice Chair and Chris was appointed as the Board member at large.

#### 8. FINANCE REPORT

- a. Finance Committee – Budget in January is under 10%. Year-end financials should be done in April. Joe and Jim are current members of the Finance committee and Kimberlee asked for another member and suggested John Creighton who has expressed interest. The Board directed Kimberlee to confirm with John Creighton.

We are still awaiting news if legislation similar to URAs will be introduced for DDAs.  
GID tax dollars for 2015 were down because of abatements. City buildings were accidentally added into the estimate because of the transfer of ownership to a trust.  
ArtWalk sponsorship this (20<sup>th</sup>) year is \$5,000. Kimberlee met with the new Director and shared information and direction of downtown businesses.

**9. EXECUTIVE DIRECTOR REPORT**

a. Parking Study Update – a public survey was sent out and is open for 4 weeks. DDA has received some responses already. Will promote survey via social media, neighborhood group leaders, City channels and Times Call. Survey is open for 4 weeks. Business owners meeting on March 9 will discuss outcome of survey. Parking Study Steering committee includes Thaxter Williams, Ron Cheney, Phil Greenwald, Bob Ball, 2 members of the County, Barb Ratner, Kimberlee and Emelie.

**10. ITEMS FROM THE STAFF - none**

**11. BOARD MEMBER COMMENTS – Jim recognized Kimberlee for her 5 year employment anniversary.**

**12. ADJOURN – 9:39 a.m.**

**13. Meeting to be followed by 2016 Board Retreat**

Respectfully submitted by:

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**Kimberlee McKee**  
Executive Director, LDDA

**Alex Sammoury**  
Chairperson, LDDA