

LDDA Board of Directors Meeting

528 Main St., Longmont, CO 80501

April 26, 2017 – 4:15 p.m.

Present: Burbidge Austin; Chris McGilvray; Jeff Moore; Sharon Smith-Eisler; Thaxter Williams, Alex Sammoury
Absent: Ex-officio Member: City of Longmont, Jim Golden; Joe Perrotto; Del Rae Heiser
Guests: David Starnes; Tom Caprarrella
Staff: Executive Director, Kimberlee McKee; Emelie Torres

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

2. **BOARD AND EX-OFFICIO MEMBER COMMENTS** – Birthday wishes to Thaxter and Chris.

3. **APPROVAL OF AGENDA**

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

4. **APPROVAL OF MINUTES**

Motion to approve the March 22, 2017 Board Minutes – Thaxter Williams 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. **APPROVAL OF CONSENT AGENDA**

a. Update of grant approval policy

Motion: Thaxter Williams moved to approve the consent agenda, Alex Sammoury seconded the motion. The motion passed unanimously.

7. **UNFINISHED BUSINESS**

a. Alley & Main St. Pavement Project Update – Tom Caprarrella shared that alleyscape is 95% complete. Parking lots on 300W and 500W will be closed for slurring sealing sometime in June when temperature is 50 deg. or more. Los Arcos painting will also need to wait until temp is at 50 deg. or more.
Main St. Rehab will start on May 8. Concrete work will take 5-6 weeks and asphalt, 2-3 weeks. Timeline for completion is mid-July. On-street parking between 3rd and 6th will have a full closure, but will open as work allows. Timeframe would be shorter and more impactful per contractor. 300 block will be closed completely on May 20-21 when Main St. will also be closed for the ArtWalk event. Avenue right in/out were worked out with Engineers.
Chris asked Tom about communication to businesses. Tom stated that a survey was conducted, postcards mailed, and public meeting was held with minimal attendance. Another postcard mailing went out this week. Staff will walk through downtown next week and talk to businesses.

8. **NEW BUSINESS**

- a. South Main Station Redevelopment Agreement 2nd Amendment – not ready and taken out of agenda.
- b. 300 Coffman redevelopment opportunity – David and Kimberlee met with Elk's Lodge staff to discuss options for redevelopment, which could include the adjoining public parking lot. Elk's Lodge is considering options for its future. Its current building does not have a historic designation, but is a contributing property of historic significance. David talked to a couple of consultants about options for redevelopment, considering configuration and density. Cost estimate of site analysis to include parking is \$10,000-\$20,000. Kimberlee asked for feedback from the Board. Redevelopment of parking lot would tie-in to the Master Plan Update top projects. The Board discussed an amount to contribute to site analysis. The Board discussed broadening the conversation beyond just the Elks, including other properties on the 300 block, as well as 3rd Avenue between Main and Coffman Streets. The Board talked about a planning charrette. Staff will start conversations with property owners and prepare a scope of work.
- c. Master Plan next steps
Projects - expectations, strategies, sub-committees, role
Make development process easier.
Coffman St. - focus on the extension in the near future.
Item 5 – look at budget and be proactive in planning.
Kimberlee suggested created an action plan and then identifying group members to work on the projects. Jeff cited coalition of action plan and implementation.
Programs –

Design guidelines – 2 volunteers have been identified to engage in the process of redefining standards and guidelines. She will look at other cities and find out what they do. Board is comfortable with fast tracking design guidelines.
Item 4 suggestions - quarterly mailer to remind people of local shops in downtown; select business of the week or month; outline a plan of what a business needs; marketing and promotion especially on new downtown businesses and connecting businesses with economic partners. Block Captains could be good ambassadors for this.
Integrate item 1 & 4 – Vista can take charge.

Indicators -

Item 3, Activity - ranked high. Kimberlee can research on technology investment to help and will present cost at next Board meeting.

Item 2 and 7 - build the base over time.

Item 4 - track it through grants and add building permit tracking.

Item 5 – LEDP and Chamber send surveys to primary employers to collect data. LDDA sent out surveys a few years ago and got 54% responses. Tracking could be better.

5:34 p.m. – Thaxter left

9. **FINANCE REPORT** - Budget – Kimberlee will ask John Creighton to volunteer his time again.
 - a. Additional appropriations - \$15,000 for Vista, \$5,000 for other start-up.
Motion: Alex Sammoury moved to approve the \$20,000 appropriation from the fund balance, Chris McGilvray seconded the motion. The motion passed unanimously.
 - b. CIP projects – no capital projects proposed for 2018 besides parking and other current project updates.
10. **EXECUTIVE DIRECTORS REPORT**
 - a. Parking strategy update – study session to City Council about plan and strategies on July 18. Kimley Horn will make a presentation to include time limits, parking and Parking Entity. There will be a neighborhood meeting before July 18.
 - b. Grant clarification – Kimberlee feels these will need to be revisited in light of retail incentives and different building needs. She will review these and bring proposed changes back to the Board for feedback.
 - c. SB 285 update – Senate bill did not pass. The lobbyist will outline next steps for DDAs.
11. **ITEMS FROM STAFF** – Kimberlee recognized Emelie’s hard work during Del Rae’s absence.
12. **BOARD MEMBER COMMENTS** – Burbidge asked about the Criterion Bike Race on Terry St. Kimberlee will find out dates and let Burbidge know to help promote it. He also added to encourage a grocery store in downtown. Jeff suggested for David Starnes to pursue communications of the possibility of a downtown JC Penny store communications with his contacts. Jeff also commented on parking complaints and the need to allocate such a high number of permits.
13. **ADJOURN – 5:51 p.m.**

Respectfully submitted by:

Kimberlee McKee
Executive Director, LDDA

Alex Sammoury
Chairperson, LDDA