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L O N G M O N T

LDDA Board Minutes

528 Main Street, Longmont, CO 80501

April 27, 2016 – 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: Lori Miner, Joe Claey's, Chris Gordon, Edwina Salazar, Dean Landi, Cindy Hoye, Eric Wood, Ted Willis

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 –

Chris McGilvray worked with Longmont Power & Communication and learned about energy efficiency for residence and commercial units. They offer a program through Efficiency Works. He will share information with LDDA staff.

Sharon shared the VISTA application that was discussed at the Downtown Venture meeting. VISTA employee will work 40 hours dedicated on Creative District.

3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES

Motion to approve the February 29, 2016 Board Minutes: Chris McGilvray moved to approve the minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

Motion to approve the February 29, 2016 Board Retreat Minutes: Chris McGilvray 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. INCENTIVES

a. Alleyscape

- i. Kaltoff Family Revocable Trust/331 Main – Lori Miner presented the alleyscape grant application. Total cost for grant request is \$781.00.

Motion: Joe Perrotto moved to approve the alleyscape grant request, Thaxter Williams seconded the motion. The motion passed unanimously.

- ii. Gold Key Travel (& DIP) - Eric presented the alleyscape and facade grant applications. Total cost for alleyscape grant request is \$ 10,000.00. Total cost for facade grant request is \$1,756.25. Kimberlee added that DIP grant allows for painting on either side of public parking lot. Chris asked about timeline of work regarding pedestrian access. Contractor will coordinate with DeFalco on work schedule.

Motion: Chris McGilvray moved to approve the alleyscape and facade grant request, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

- iii. Classic Gold Jewelers, 383/381 Main – Ted Willis presented the alleyscape grant application. Total cost for alleyscape grant request is \$3,183.00. Jeff asked about the two meters behind the building. Ted shared that he owns the building with two units.

Motion: Chris McGilvray moved to approve the alleyscape grant request, Joe Perrotto seconded the motion. The motion passed unanimously.

- iv. 369 Main/EZ Pawn - Alex Sammoury presented the alleyscape grant application. Total cost for the alleyscape grant request is \$2,418.49.

Motion: Chris McGilvray moved to approve the alleyscape grant request, Sharon Smith-Eisler seconded the motion. The motion passed unanimously with Alex Sammoury abstaining.

b. Façade Renovation/DIP

- i. Home Run Electronics (& Sign) – Chris Gordon presented the façade and sign grant applications. Total cost for the façade grant request is \$6,144.00. Total cost for the sign grant request is \$329.00. They are eligible for 50% grant of \$658.00 due to the old sign being non-compliant to the design guidelines.

Burbidge asked what the company does. Homerun Electronics designs and installs systems such as security, audio, lighting and central vacuum for residential and light commercial units. The store in Longmont will serve as a showroom for their products.

Motion: Joe Perrotto moved to approve the façade and sign grant requests, Burbidge Austin seconded the motion. The motion passed unanimously.

c. Signage

- i. Longs Peak Pub – Kathy Vossler presented the sign grant application. Total cost for the sign grant request is \$3,218.75. Kimberlee added that the sign advisory committee approved the signage.

Chris asked about the percentages of grant. Del Rae explained the two tiers which is 50% for new sign face that replaces a non-compliant sign and 25% a new sign face that replaces a compliant sign.

Motion: Chris McGilvray moved to approve the sign grant request, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

- ii. Our Center – Edwina Salazar presented the sign grant application. Total cost for the sign grant request is \$3,500.00, 50% for installation and hardware, 25% for awning. Kimberlee added that the building looks great.

Motion: Chris McGilvray moved to approve the sign grant request, Joe Perrotto seconded the motion. The motion passed unanimously.

d. Retail Conversion

- i. St. Vrain Cidery – Dean Landi presented the retail conversion grant application. Total cost of retail conversion request is \$15,000.00. Burbidge suggested checking into the State law regarding outdoor seating with the building in close proximity to the funeral home and crematory. He offered to share more information that he has to the owner and the LDDA. Chris asked about the amount of the two quotes received that didn't match with the documents. The quotes were updated and reviewed by the LDDA but not reflected on the packet.

The owner asked about the grant reimbursement. Kimberlee stated that there was \$72,000 of allowable expenses that can be considered for the grant.

Motion: Jeff Moore moved to approve the retail conversion grant request contingent upon approval from City Planning on outdoor seating within the vicinity of a crematory, Chris McGilvray seconded the motion. The motion passed unanimously.

7. UNFINISHED BUSINESS

- a. Alleyscape Update – Del Rae gave an update of the alleyscape. The 300 west block should be completed in two months. 400 W block work will start next week simultaneously with 300 block. Kimberlee added that good communication with businesses have been very helpful.

b. Board Retreat follow up

Strategic Goals - Kimberlee distributed the strategic goals list and asked each board member to a) take top 5 items to focus on this year b) measure of success and anything that is needed to be added. Kimberlee will look at results and report back at next meeting.

Transit Oriented Development – Kimberlee continues to work with the City and RTD on a vision process and evaluate next steps.

Placemaking and Wayfinding – the board discussed options and decided that no planning will take place until 2017. Kimberlee will submit estimated cost for implementation of plan.

Creative District/Artspace - Jeff is supportive of affordable housing program to include all work force. This would attract businesses and employment. Sharon and Joe agreed with Jeff. Chris asked what steps we can take towards attainable housing. Part of the discussion was a need for a commercial kitchen. Kimberlee will investigate interests for the project including Boulder County.

8. NEW BUSINESS

- a. IGA between City and LDDA
- b. IGA between GID and LDDA

Both IGA's were presented with changes to amounts and dates as reflected on the report.

Motion: Alex Sammoury moved to approve the changes to the City and DDA IGA and GID and DDA IGA for the May 10 Council meeting, Joe Perrotto seconded the motion. The motion passed unanimously.

- c. Master Plan Update – Kimberlee and the committee reviewed 3 quotes narrowed it down to 2. A decision should be made by end of the week. Cost of master plan update is estimated not to exceed \$50,000.

Kimberlee asked the board to redirect \$50,000 from the Theater project (DTR-24) to fund the Master Plan update.

Motion: Alex Sammoury moved to shift the 50,000 from the Theater project (DTR-24) into the master plan to fund the update. Burbidge Austin seconded the motion. The motion passed unanimously.

- d. Retail Conversion Grant allocation – In 2011, the Board designated \$300,000 to be used for Retail Incentives. The Board originally funded the Retail Conversion Grant program at \$75,000. All of those funds have been awarded. An additional \$125,000 of those original dollars were set aside for the South Main Station project, leaving \$100,000 left for retail incentives. Kimberlee asked the board to add \$60,000 of those dollars into the retail conversion grant to continue the program.

Motion: Chris McGilvray moved to approve the allocation of \$60,000 to the retail conversion grant, Joe Perrotto seconded the motion. The motion passed unanimously.

9. FINANCE REPORT

Main Street work from 3rd to Longs Peak will commence next year to replace asphalt road. This would be the best time for the DDA to work in conjunction with the City to replace crosswalks and mid-block crossings which is outside of the scope. The cost to replace all is \$200,000. Kimberlee will put together a proposal to Public Works to see if cost can be split to 50/50.

10. EXECUTIVE DIRECTOR REPORT

- a. Art Space Update – the studio has two artists now. Kimberlee referred them to SBDC for helpful information.
- b. Parking Study Update – Kimley Horn finished two rounds of data collection.
- c. Staffing update – Del Rae is working 4 days now and Jennifer Ferguson is working part time as an events coordinator
- d. Event update – Light On Creatives have volunteered to take on the Play the Plaza project at St. Stephen's Plaza. The plaza will be turned in Candy Land with table games for the summer.

- 11. ITEMS FROM THE STAFF** – Emelie shared that there is now an RSVP page on the website for early registration for the St. Vrain Valley High Schools Reunion.

EXECUTIVE SESSION – Executive Director Review: For 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.

- 12. BOARD MEMBER COMMENTS** – Alex Sammoury informed Kimberlee that the Board approved the full bonus per current contract for 2015, as well as a 3% salary increase. Kimberlee will also take the IEDC training program.

ADJOURN – 6:30 p.m.

Respectfully submitted by:

Kimberlee McKee
Executive Director, LDDA

Alex Sammoury
Chairperson, LDDA