

Longmont Downtown Development Authority
Wednesday, May 26, 2021 Board Meeting
4:15 p.m. Virtual meeting

Location: Online Meeting -

<https://us02web.zoom.us/j/87491122848?pwd=MUIvcXZKTk16eFB0SmV4eWpsdWFNUT09>

Meeting ID: 874 9112 2848 Passcode: 218948 Call in: +1 346 248 7799 US (Houston)

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto; Jim Wardell
Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; Emelie Torres

1. Regular Meeting called to order and silent roll taking
2. Board & Ex-Officio Member Comments - none
3. Approval of the Agenda

Motion: Kirsten Pellicer moved to approve the agenda followed by a discussion about 320 Main office lease update.

Chris McGilvray seconded the motion, the motion passed unanimously.

Office lease for 2021-2023 went up at 5%. Kimberlee will show lease agreement with the lawyer and get it finalized before July.

Motion: Joe Creighton moved to approve the new lease agreement for 2021-2023, Kirsten Pellicer seconded the motion. The motion passed unanimously.

4. Approval of the Minutes

Motion to approve the April 28, 2021 Board Minutes: Chris McGilvray moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

5. Public invited to be heard (5 minute max per speaker) - none
6. New Business

- a. Downtown Goals & Priorities

- o Market rate and workforce housing (within mixed use development) – Continue to look at housing at all price point and adequate middle-tier workforce housing units.
- o Modern office space that appeals to creative/tech talent and makers – Opportunities for office use as things move forward.
- o Develop a turn-key festival event space – The housing complex at 6th Ave plaza is now owned by the City. Kimberlee will invite Harold Dominguez and Dale Rademacher to next month's meeting to discuss city priorities, plaza enhancement, other projects and future of downtown.
- o Extend alley treatments between 2nd and 3rd, 6th and Longs Peak - Alley planning will need to be revisited with City staff after project was paused by the City. LDDA is prepared to continue with project and connect 1st and 2nd blocks of Main Street to the rest of downtown. Extending sidewalk along 2nd Ave to Coffman St. would also need to be addressed with the City staff.
- o Enhancement to plazas – St. Stephen's Plaza has \$100,000 funding set aside and staff continues to work with CU Boulder.
- o Build Coffman Street block from Boston to 1st – Connection to the greenway is important.
- o 2nd Ave. multi-use trail – Accessible to all modes of transportation – even if not necessarily a trail. Properties around it are ripe for redevelopment and would attract new businesses.
- o Coordinate City and LDDA resources for priority public infrastructure enhancements that advance plan goals, keep investments coming and funding included in City capital improvements planning.

Chris commented on how much progress has been made since implementing the Master Plan in 2017 and we need continue to work on it. Disappointed about 2nd to 3rd Avenue alleys not a priority now. He thanked Marcia for liaising LDDA priorities to the City Council.

Kirsten added the area will be more walkable and bicycle friendly and connection to the alleys is important.

Joe added improving this area is also crucial.

Jim W asked if there is a transition office to residential conversions moving forward from COVID. Yes, a trend is emerging and makes conversion easier in terms of grants and permitting. Vacant spaces could be turned into a modern format offices attractive to tech companies. Kimberlee met with a major developer in CO who will be in Longmont next week. Kimberlee shared with them her vision, market assessment, daytime employees, 1st/Main transit and the opportunity for lower price point spaces compared to neighboring cities. It is important to keep the vision and messaging about 1st/Main project that would add Longmont as a hub attracting employers and residents.

Joe also added that large office space is not as desirable right now. Spaces will need to be more flexible for different needs and usage.

Kimberlee asked Marcia to look at Arpa Funds for state and local governments investing in offices/commercial spaces of the future which would attract employers.

Marcia asked for clarification on 'active office space'. Conversion of raw/large spaces to flexible spaces such as creative industries, or kitchen for craft food and beverage. Current Times Collaborative is ideal example for these type of businesses and they have been getting inquiries from businesses.

- b. Parking Spaces Recommendation – Councilwoman Joan Peck requested designated spaces for ride-hailing services in downtown (Uber/Lyft etc.). Existing delivery pull outs on the east side alley of Main St. and one spot on 4th Ave and 5th Ave on the west side can be utilized for this. Since parklets will take some of the parking spaces on Main St., other spaces could be designated for curbside pick-up and ride-hail drop off. Marcia suggested that Kimberlee talk to ride-hailing service companies and perhaps get a joint promotion.

Jim W has noticed Uber use in front of his business.

Motion: Wes Parker moved to approve designation of ride-hail spaces, Chris McGilvray seconded the motion. The motion passed unanimously.

- c. Visit Longmont – New tenant will take over the current space on August 1st, expected date to start operations. Kirsten asked about Visit Longmont's current status. It will remain its own entity with 1 employee right now. The Board of Directors continue to meet and will need to change bylaws. Lodger's tax increased in the recent months. There is also an increase in short term rental which is helping to increase the lodger's tax.

LDDA and Visit Longmont are considering a shared space and contract element for marketing and promotions. Colin and Gera from Visit Longmont are meeting about LDDA contributing and utilizing Bandwango app, a platform that can do multiple passes for events and a retail tool for promotions and marketing.

Motion: Kirsten Pellicer moved to go ahead with Visit Longmont lease into the front space of the LDDA in Aug 2021. Jim Wardell seconded the motion, the motion passed unanimously.

7. Event Update – Colin gave an update on this year's events. As event restrictions are eased and we've started to see more things in the works, wanted to give you an overview of what we're working on and have heard is going to be happening.
- o Event email – Twice per month event e-mail starting again June 1 – business submissions have picked back up
 - o ArtWalk Summer on the Streets - Saturdays 4-8pm July 3 – August 21
 - o Longmont Startup Week – July 26 – 30. All sessions virtual, in-person opening & closing social events downtown & happy hours throughout week
 - o Planning a downtown summer concert at 4th & Kimbark for Friday, August 27
 - o Using existing contract that was signed Feb 2020 with The Long Run
 - o Labor Day Weekend – September 4 - hire local musicians for busker performances in outdoor locations using funds raised from Winter Walkabout fundraiser, also supporting Farm to Bricks dinner that night.
 - o ArtWalk Main St Festival– Saturday, September 11 - supporting Firehouse Art Center with their Main St. ArtWalk festival, and taking lead on liquor permit/perimeter/vendors, as well as main music stage at 5th and Main.
 - o Day Of The Dead – Saturday, October 9 – 4th & Kimbark or 4th & Coffman
 - o Tree Lighting/SBS/Artist Sunday (Nov. 26/27/28)
 - o Winter Walkabout – as usual – Sat., Feb. 5
 - o 2nd Fridays- talking with the LCD steering committee, local creatives, and business owners to reimagine our 2nd Friday events, possibly moving it to Saturdays.

- Parades will likely be back – application is in for BoCo Fair parade – August 7, Halloween Parade October 30, Longmont Lights December 11.
 - Cruise Night – City concerns Re: Street Racing – They're discussing internally and with Coloradans
8. Old Business
Parklet Update – After 3 bids to the City Purchasing, Rossmonsters was awarded with work. Based on spec changes, they will produce another prototype and finished units are expected mid-late June mostly placed on restaurants.
 9. Financial Update – Staff received CD Operating and Technical Grant for \$2,000. Staff worked on 2022 budget and will be presented in future meeting.
Jim Golden joined at 4:57pm
He informed everyone that preliminary estimate provided a 9% City growth.
 10. Executive Director Report – Kimberlee nominated 'Bigger Hearts Stronger Streets' for Governor's Award tomorrow night.
She is talking to new developers interested in downtown. She is taking a few days off to be with her parents in town.
 11. Items from Staff – Del Rae informed everyone that 1st/Main railroad tracks need repairs. CDOT/BNSF will work on the intersection starting June 14. Parts of Main St. will be closed, including 100 and 200 blocks. Traffic and detour map will be provided.
Marcia left at 4:59pm
 12. Board Member Comments – Joe asked everyone about in-person meeting starting next month. Everyone is fine with it. Zoom option will continue if needed.
DDA Board Director appointment process will take place with term starting in June. Kimberlee asked other CO DDAs about their board application process and learned they are involved with it. She will ask Marcia for input. Would like for board members to have the opportunity to review applications.
Chris cited input from Executive Director to Council would be preferable. Nominating committee picks through applications.
John added recusing members with terms up would be a good idea.
 13. Adjourn – 5:09 pm

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Joseph Perrotto
Interim Board Chair, LDDA