

Executive Director & Staff Report – February 2016

Alleyscape & Breezeways West Side: Construction started on the 300 west block on Feb. 10. Weekly meetings started with the utility companies, LPC, City, and LDDA. Currently Xcel and LPC are updating/underground their main services and individual services to buildings. Josh Sherman continues to negotiate and finalize easement agreements with property owners on the three blocks. The Elks Lodge agreement has been finalized. The 300 block shared trash enclosure is finalized and businesses north of the breezeway will share the enclosure. They are aware of this. Two Public Meetings were held on Jan. 20 & Jan. 25. Each had over 25 people attend. Del Rae, Josh, and DeFalco finished the one-on-one visits with 300 block business owners. Del Rae distributed temporary parking passes and notified permit holders and private parkers of alternate lot locations for parking, which includes the two Times-Call lots and the 200 east Main St. public lot. The LDDA signed an agreement with 350 Terry LLC/Jamie St. John for use of the two Times-Call lots through Nov. 2016. A Certificate of Insurance was issued listing 350 Terry LLC as additionally insured. A designated Loading Zone on Main St. is assigned and is being used by delivery companies. The LPD agreed to allow us to issue temporary hang tags for residents on the 300 block to park overnight on Main St. so they have close access to their front doors. Del Rae and Josh identified locations for more power receptacles to be installed near alley poles to accommodate holiday lights. Timber Toste is reviewing irrigation plans to ensure the alley and breezeway landscaping have irrigation available for future flower pots. Del Rae is trouble shooting any issues 300 block businesses raise about parking and delivery access. Josh is getting Temporary Construction easements from all property owners where trash enclosures will be built on their property.

Creative District & Committee Updates:

Kimberlee submitted the Quarterly Report to the State. She also met with the Innovation Center of the SVVSD to discuss partnerships for the summer.

Arts Administrators Committee: The Arts Admin group met and discussed the Artwalk and its changes for the year. They followed up on a conversation about displaced artists that was held at the Museum. We were updated on the conductor search for the Symphony. We discussed CreatOVATION and possible collaborations.

Program Committee: Emelie met with the committee and strategized implementation for the April, May and June 2nd Fridays. April will tie in with the Film Festival; May Music, Art & Youth/SVVSD appreciation Day. We will try to get incentives for teachers and students to come down that night – as well as feature their work. June is the All Longmont High School Reunion where we will partner with Visit Longmont and the Education Foundation for SVVSD. We also discussed CreatOVATION.

Marketing Committee: The Marketing Committee met and finalized the survey for 2nd Fridays. We will begin collecting feedback at Unity in the Community. We discussed the March 2nd Friday and how to tie that to Hops and Handrails in March. We also discussed doing themed social media posts around St. Patrick's Day and March Madness. We discussed launching the Dress Downtown Friday in May. We also heard a presentation about the Longmont Laughfest, a comedy fest that will be held during CreatOVATION.

Marketing, Promotions & Events: Facebook followers grew from 5,023 to 5,086. We have started alleyscape/cone zone posts 3x per week. A post about Longmont being the 23 best places to live (by Fiscal Times) reached 25,800 people with 2,600 clicks and 1,200 people liking, commenting or sharing the post. Our web site had 5,402 active users in the last 30 days. We have reactivated our Twitter account. We sent out 2 event listing e-mails this month. Kimberlee met with the new director of ArtWalk. Kimberlee met with the Recreation Manager for the City about the work plan for 2016. She also met to discuss the Latino Festival in June. We are working on the March 2nd Friday promotion Craft It. Playing off craft beers, craft food and craftsman – 2nd Friday visitors that go to 3 different businesses (getting I Owned It stickers) or make a purchase (bringing in a receipt) can get a free Downtown Longmont Creative District pint glass. Those will be redeemed at BBP on the 200 block – bringing more attention to businesses on the south side of 3rd.

Development: Kimberlee had a second meeting with a developer interested in property downtown. Kimberlee and Del Rae met and with Gold Key Travel about the building addition they will be doing on their Coffman St.

property. Kimberlee and Brien Schumacher met with Dale Katechis about the two buildings he has acquired in the district. Kimberlee attended the quarterly meeting about the Southeast Urban Renewal district area. Kimberlee and Emelie met with a business inquiring about moving into the Creative District.

Kimberlee, David and Phil Greenwald are working on securing a consultant to do land planning around the TOD (transit oriented development) at First and Main station. We reviewed all quotes and scheduled interviews for two firms. Kimberlee completed the first City Builder Forum for parking through Downtown Colorado Inc. It was well attended. The Design Advisory Committee met and discussed the projecting sign for Longs Peak Pub and Taph House. Kimberlee met with the coordinator of Launch Longmont and the owners of Archethought in the 350 Terry St. Building. Kimberlee met with a local business consultant that specializes in services for small business.

Downtown Block Captain Meeting: We held the February Block Captain meeting. We discussed block captain assignments and the concept of inviting businesses on other blocks to attend a meeting to get to know them. This will happen starting in April. Emelie drew up a schedule for the year. We discussed the March 2nd Friday and how to make it impactful for businesses. We also discussed clean & safe, events, marketing, and development projects. The March Downtown Business Owners meeting will take place in lieu of the block captain meeting.

Clean & Safe Issues: Del Rae and Kimberlee continue to meet with business owners about the oil agreements in the trash enclosures. Those agreements will be getting signed in the near future. Del Rae will be requesting a complete Downtown electric assessment from Broes Electric this spring. Public Works will be working with the LDDA to assess Downtown irrigation this year. We met with Public Works to review 2015 and discussed 2016 expectations. The LDDA expressed concern of the decrease in sidewalk blowing. Public Works will raise that level of service this year.

The tree wraps were removed by Bright Christmas after Valentine's Day. Kimberlee and Del Rae met with a company to discuss year round tree lighting. We are expecting a quote with an option to test it in St. Stephen's Plaza. Del Rae met with Dennis Stritchko in the City Warehouse to review items in storage for Downtown repairs and how the warehouse is utilized for LDDA repairs. These repairs are mainly for light poles and fixtures. An art piece in St. Stephen's Plaza was vandalized and caught on tape. The person was apprehended.

Parking: We have available permits at the 200 E, 600 W and RPA parking lots. Although we have some available in 300 W, we will sell them with caution, based on the limited availability during Alleyscape. We will be meeting soon with Parking enforcement regarding the License Plate Recognition software that will go live in 2016. A designated eGo CarShare parking spot was approved by council and assigned in the 600 west public parking lot. It will be piloted through April 2016 then reevaluated to decide if a permanent designated spot will be made.

Parking Study: We held the kick-off meeting and gathered requested documents for the consultant. Kimberlee did a one-on-one meeting and tour with the consultant. She also convened a steering committee, comprised of Thaxter (Board Member), Ron Cheney (business & property owner/resident), Phil Greenwald, Bob Ball & David Starnes (city planning staff), Barb Ratner (parking enforcement), Brian Lindoerfer and Scott McCarey (Boulder County). We put together a public outreach survey and scheduled a discussion during the March Business Owners Meeting. The first steering committee meeting will begin in the first week of March.

Financial Development: Kimberlee, David and Jim had a conference call about TIF with the State Property of Taxation. Kimberlee and Emelie have begun sponsorship solicitations for the 2016 event season and had a meeting with First National Bank. Kimberlee submitted a video grant for CreatOVATION.

Downtown Collaborations: Kimberlee attended: the Downtown Colorado Inc. annual meeting; the Visit Longmont Board Meeting (and is now Vice President of the Board); the Longmont Economic Development Partnership Retreat; Entrepreneurism Week kickoff event and met with Eric Hozempa from the Community Foundation. Staff held a Downtown Collaboration Meeting with the City. Kimberlee gave an update to the Public Policy Committee of the Chamber.