

Longmont Downtown Development Authority
Wednesday, February 24, 2021 Board Meeting
4:15 p.m. Virtual meeting

Location: Online Meeting -

<https://us02web.zoom.us/j/87491122848?pwd=MUlvXZkTk16eFB0SmV4eWpsdWFNUT09>

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

Present: Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto; Jim Wardell

Absent: John Creighton; Marcia Martin

Guests: Francie Jaffe, Peter Sherman, Phil Greenwald

Staff: Executive Director, Kimberlee McKee; Colin Argys; Del Rae Heiser; 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, Chris McGilvray seconded the motion. The motion passed unanimously.

4. Approval of the Minutes

Motion to approve the January 27, 2021 Board Retreat Minutes: Jim Wardell moved to approve the minutes, Kirsten Pellicer seconded that motion. The motion passed unanimously.

Motion to approve the January 27, 2021 Board Meeting Minutes: Kirsten Pellicer moved to approve the minutes, Wes Parker seconded the motion. The motion passed unanimously.

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

- a. Moe's Bagels Retail Conversion & Façade Grants – Peter Sherman is hoping to start with the project on March 24 for actual demo. Project starts 12 weeks later.

Chris asked history of Moe's Bagels and what it means adding it to downtown. Peter's Aunt started first shop in 1922 in Boulder, opened more stores after and continues the family type of business.

Employment of new site will be 10-15 employees. Hours start from 3 a.m. to bake goods, and they will close 3 p.m. They hope to extend to 5 p.m. when things go back to normal.

Joe asked unique qualities to this building. This will be the first owned building, bottom half of building will be funky with outdoor seating.

Total project cost is \$1,150,000. Total Façade/DIP cost is \$66,847 plus an addition \$30,000 for a hood. Their total Retail Conversion cost is \$188,720. They are asking for the maximum for both grants, \$10,000 for Façade/DIP and \$15,000 for the Retail Conversion. They are requesting a lift of the \$10,000 Façade/DIP cap to help fund the hood at 25%.

Motion: Chris McGilvray moved to approve the façade grant for \$ 17,500 (\$10,000 + \$7,500 additional for the hood), and retail conversion grant for \$ 15,000, Jim Wardell seconded the motion. The motion passed unanimously.

7. New Business

- a. Equitable Carbon-Free transportation Roadmap – Phil and Francie submitted documents and presented slides. City staff is working with consultant group which includes Goals of new road map, guiding principles, five year plan to 2026, re-evaluation by 2035 – 2050 and next steps.

Joe asked about financial incentives. Francie commented that there are 5 free city EV charging stations in the city which will go back to charging at some point but staff continues to incentivize community with affordable housing and encouraging people to shift modes of transportation.

Kimberlee was appreciative of including parking in downtown in the study. Underserved communities would need more robust infrastructure so that all roads would lead to 1st/Main eventually. Service to

communities would connect to downtown being accessible and available to everyone which fits with the Downtown Longmont vision.

Chris was interested to see data on transportation in 2020. Phil pointed out reduction on vehicle travel, trips occurred within the course of the day, not necessarily peak hours. Main St. traffic volume is back to 90% from last year. Express buses were pulled out last year. They are finding ways to increase public transit so people without vehicles can get to their jobs. Longmont bus routes have become the most productive in Boulder County.

Jim W asked about partners of the program. Staff is working with regional transportation agencies, surrounding districts and have good connections with the counties. 1st and Main station and Coffman corridor will be important to this program.

Motion: Chris McGilvray moved to support the Equitable Carbon-Free transportation Roadmap and move it for City Council approval. Kirsten Pellicer seconded the motion and the motion passed unanimously.

- b. Main St. Closure/parklets – Options were presented in the packet. Parklets were most liked by businesses. Staff identified DERO as a vendor who makes pre-made parklets for \$13,000 per space. Rossmoister was consulted and submitted a quote for \$9,100 with aluminum material which is lighter than steel, perforated metal flooring and 4 ft. rail as required by CDOT. CDOT regulations include public seating with or without meals. Staff is looking at ETA of May 1st and would go through October. Parklets would be used yearly and stored during the cold months. Life span would be up to 10 years. Storage spaces are being looked at.

Jim W commented that concrete barriers last year was safe and asked if there are other besides the 4' rail. He also inquired number of units needed. 30 maybe.

Chris asked how many spaces would need to be filled and if other communities are considering or using this. Mountain towns (Breckenridge, Aspen etc.), Louisville and other cities. Phil added speed limit on Main St. help to pursue parklets.

Kirsten was not comfortable due to safety and asked if there is a way to recoup cost by renting these.

Kimberlee stated that 1st year would be free with the pandemic and charge licensing fee afterwards.

Kimberlee sees this benefiting businesses and community. Kimberlee asked if anyone was interested to move forward with the plan. Cost would be \$270,000 for 30 units. Funding will come from LDDA with assistance from CDOT, as they have plans to increase the amount of their grant.

Chris added that with CDOT grant this would support businesses with possible revenue. Installation is better than the concrete barriers.

Kimberlee stated that if CDOT grant doesn't come through, COVID funds from last year that were recovered via Cares Act can be used also. Jim will see if this can be used out of fund or need some additional appropriation.

Motion: Wes Parker moved to move forward with parklets purchase and installation, Chris McGilvray seconded the motion. The motion passed unanimously.

- c. Website Accessibility Statement – Colin did research and created the statement using an online content generator. The statement was vetted through our legal counsel. Staff will need to run a report on website accessibility and update the statement as needed (generally quarterly). Board will allow staff to update the statement as needed.

Motion: Chris McGilvray moved to approve the website accessibility statement, Jim Wardell seconded the motion. The motion passed unanimously.

8. Old Business

- a. TIF Scoring Matrix

Individual Board Member scores from the exercise ranged from 89-101 points. Much closer than last exercise. Items reviewed for clarity included:

Transportation

Commercial housing (buying or leasing)

Project sustainability

Section 7 – Tenant or no tenant broken down by project type

Overall quantifying points

Private parking

Retail space – 1,000 sq. ft.

Office – 2,500 sq. ft., 500 can be demised

Kimberlee will update information/points based on discussion and bring it back in March meeting for formal adaption.

9. Financial Update – Insurance paid early into the year and year-end closing is in the works.

10. Executive Director Report

- a. String lights – Proposal to continue string lights on Main St. is \$17,000. Placemaking funds can be used for this.

Kirsten asked about liability issues of current lighting. Wiring is strong and maintenance has been great. What is the lifespan? No idea at this point.

2021 Work plan was based on board input in December and CiviStruct Market Assessment. Jim W and Joe thought it was great.

JW, left at 5:55 p.m.

11. Items from Staff – Assistant City Manager, Sandi Seeder, presented a 10 year anniversary pin to Kimberlee and staff congratulated Kimberlee at board meeting.

12. Board Member Comments - none

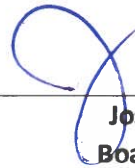
13. Adjourn – 5:57 p.m.

Respectfully yours,



Kimberlee McKee

Executive Director, LDDA



Joseph Perrotto

Board Chair, LDDA