

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin, Joe Perrotto; Jim Wardell; Thaxter Williams
Absent: Emelie Torres
Guests: John Caldwell, Marcie May (Longmont Public Media)
Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys

Agenda

1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
2. **BOARD AND EX-OFFICIO MEMBER COMMENTS none.** Joe Perrotto mentioned that Tracy Cravens from the Longmont Theatre Co. passed away. He asked the Board to support their GoFundMe campaign to reupholster/improve the seats in the theatre. Jim Golden said to check the LDDA/City policy about this type of donation request. He didn't believe the City allowed it. Board can consider other means of support for the project.
3. **APPROVAL OF AGENDA** Joe Perrotto moved to approve the agenda. Jim Wardell seconded the motion. The motion passed unanimously.
4. **APPROVAL OF MINUTES**
 - a. Motion to approve the December 18, 2019 Board Minutes. John Creighton 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. 515 Kimbark Façade Renovation – John Caldwell presented his Façade Renovation incentive request for an improvement to the 2nd floor of his building, which was added in 1976. The total project cost is \$275,000 and he is requesting the maximum \$10,000. The current façade material is wood and the buttresses have tin overtop. The materials have reached the end of their life and are deteriorating. They will remove half of the buttresses and add stucco to buttresses and the exterior. They will also install new windows.

John Creighton moved to approve the grant for \$10,000. Joe Perrotto seconded the motion. The motion passed unanimously.
7. **NEW BUSINESS**
 - a. 2020 Work Plan & LDDA Board Retreat – Kimberlee reviewed the LDDA Work Plan including 2019 accomplishments for incentives, events, marketing, CU student collaboration, rangers, smoking restriction, wayfinding, Coffman St. planning, 300 parking lot upgrades, and continuing planning efforts. The Main St. Corridor planning is done. For 2020, the feasibility study for Performing Arts and Conference Center will be presented in Feb. Alley planning didn't get started yet but we anticipate it resuming in 2020. Sales Tax only grew 1%, however it grew 15% in previous year. We are evaluating an incentive with the LEDP to increase employment base in Downtown. We continue to work with artisan manufacturing, comprehensive marketing strategy, robust shopping campaigns, growing the content creator team, and business development campaign. Under Creative District, we're looking at how a membership could be structured. Started more City collaboration with Day of the Dead and Holidays and how it relates to the Creative District. Working with City on their 150 year anniversary in 2021. Looking into more murals and grant funding for other areas Downtown such as W alleys. Still looking into better parking lot lighting. Looking into advocating for a raised median for 200 block as well. Bicycle Dismount Zone will be presented to Council in 2020 for approval. Also reviewing parking management.

Jim Wardell asked about businesses in Downtown. When they leave Downtown, can that be shared or communicated to the Board and general public. Thaxter shared some ideas like letting other restaurants know and letting the Chamber know for their email blasts. Kimberlee said she can share information with the Board yet public sharing may not always be possible.

Kimberlee reviewed the Board Retreat Agenda draft. We are looking into holding at 300 Suns Brewing. The agenda includes project updates/next steps on development projects and planning, affordable housing, fun brainstorming exercises, economic development/chamber/advance Longmont updates, Brian Bair phase 2 proposal, Elk's historic assessment, 200 block possibilities, performing arts feasibility study, David Starnes market analysis, boundary expansion, IGAs, and the LDDA Work Plan. Thaxter asked to add signage status, Burden Inc. Coffman development update and times to keep on task. John Creighton asked if City Council is considering a Bond Election for any development. Jim Golden did not think so.

8. OLD BUSINESS

- a. Pop Up Longmont – First tenant, Sock, was great and good experience for us to follow the retail process. We have received a few interests, but no one ready to jump in. We got historic photos from the Longmont Museum and will do a historic display in the retail space in the meantime. Violet Press is willing to design note cards and poster prints to sell in the space while it's empty. We could also assist people with ordering prints directly from the Museum historic archives. We sold 937 gift cards in 2019 and over 700 in 2018. We saw a big increase at this new location. Thaxter asked if it affected our work schedule. It did not.

9. FINANCIAL UPDATE

- a. Retail Conversion appropriation – We have 4 businesses in line for the grant and we anticipate they will apply in 2020. If all apply, that is \$60,000 total requested. Currently we have \$16,676 available. We would like to add \$100,000 to this incentive fund for Retail specifically.
John Creighton Motioned to add \$100,000 to the Incentive Fund for Retail Conversions. Jim Wardell seconded. The motion passed unanimously.
- b. Carryover funds from 2019 – Kimberlee reviewed 2019 funds we'd like to roll over to 2020. Those included previous Chamber space taxes, conference table, front door code lock, LDDA front door sign, kitchen amenities, cleanup/landscape back porch for Ops account. In A&E we want to rollover funds for banner printing, design for banners, Adobe subscription, Downtown awareness ads.
Jim Wardell motioned to approve the rollover funds, Joe Perrotto seconded the motion. The motion passed unanimously.

10. EXECUTIVE DIRECTOR REPORT

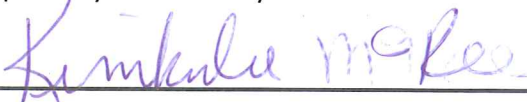
- a. Project updates – 500 Coffman (BC/BCHA) has worked on the design to make improvements to materials as requested by the LDDA/City. Kimberlee asked to be included in a meeting about 500 Coffman development, SMS has a Façade Agreement being reviewed, DDA IGAs will be sent to Jim, CIP budget items may be identified in the Retreat, and cultural planning may happen this year with the identification of City funding.

11. ITEMS FROM STAFF – Colin said weather for Feb. 1, Winter Walkabout Music Showcase says sunny and 60 degrees.

12. BOARD MEMBER COMMENTS - none

13. ADJOURN – 5:18pm

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Thaxter Williams
Chairperson, LDDA