

LDDA Board of Directors Meeting - July 22, 2020 – 4:15 p.m.

ZOOM CALL:

<https://us02web.zoom.us/j/89104967186?pwd=b1VXeWpwMVdubHNmaGs1YTBMbHNrQT09>

Meeting ID: 891 0496 7186; Password: 157853; +1 346 248 7799 US (Houston)

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING BOARD AND EX-OFFICIO MEMBER

COMMENTS – John thanked Kimberlee and team for implementing Board decisions and taking the heat and external comments well.

2. APPROVAL OF AGENDA

Motion to approve the agenda: Joe Perrotto moved to approve the agenda, Kirsten Pellicer seconded the motion. The motion passed unanimously.

3. APPROVAL OF MINUTES

- a. **Motion** to approve the June 24, 2020 Board Meeting Minutes – Jim Wardell moved to approve the minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

4. PUBLIC INVITED TO BE HEARD (3 MINUTE MAX PER SPEAKER – None

Pre-submit comments BEFORE noon on July 22, 2020 at ldda@longmontcolorado.gov Comments will be read at that time.) Or the link will be open for the community to join.

5. INCENTIVES

- a. Business Re-Opening Safety Grant Update – 2nd round re-opened with 4 applications received to date.
 - i. Contract with Latino Chamber for outreach – this would be ongoing as new businesses open.
Motion: Kirsten Pellicer moved to approve to enter into the MOU as outlined, Chris McGilvray seconded the motion. The motion passed unanimously.
Motion: Kirsten Pellicer moved to approve to enter into the contract with Latino Chamber for outreach, Joe Perrotto seconded the motion. The motion passed unanimously.

6. OLD BUSINESS

- a. Main Street Road Closures
Barricades were installed Jul 6 and is a work in progress. LDDA re-purposed ArtWalk sponsorship for weekly events in the closure footprint hosted by Firehouse Art Center. Businesses have started to utilize extended spaces. Feedback from businesses and public have been mixed. Some businesses reported decline in sales since closures and some 400 East block businesses have requested removal of barricades. Since Times Call's article, public is more supportive with positive feedback. East side neighborhood raised concerns about increased traffic.
Jim Wardell thanked John Creighton for the letter sent to Times Call. Jim noticed a large percentage of public not wearing masks in downtown last weekend and asked how this was going to be managed moving forward without causing conflict especially with businesses extending outside of their premises. His business is requiring mask wear to come in. Kimberlee cited there is no mandate to wear masks in CO. LDDA installed signage about social distancing and masks wearing. Scheduled live music and non-traditional activities have been spread out also.
Colin is working with economic partners on videos from businesses requesting mask wear so they can continue to be open.
Kirsten added Denver is stricter with mask mandate inside business premises.
John heard from Ron Cheyney who has concerns on the 400 block east. It is hard to alternate closure and opening between blocks. He suggested giving it a full month before making changes as businesses and public are adjusting. He was out Saturday night with family and found people social distancing.

Chris added a lot of energy was put in to the closure with 60% + support and 30-40% do not support. Agreed with John to wait until Aug 15 or end of month as businesses start to utilize Main St. extensions. Traffic on Main St. has added delay of 5-15 sec. off peak and 55-70 sec. on peak (north bound). Chris suggested targeted survey from businesses impacted by closure. Lighting definitely added to vibrancy. Kimberlee proposed to meet with City staff on Aug. 17 and in the meantime, continue to evaluate vehicle and pedestrian traffic, impact on businesses, parking and traffic speed. Pedestrian counter has shown foot traffic increase by 11%. She also shared a draft survey to businesses for Board input. Jim Wardell also agreed to extend closure to September but have specific parameters to support decision to remain closure until end of September or open prior to.

Chris asked if there is a process to ask CDOT for an extension.

Joe added to start the conversation in August.

Phil stated CDOT permit is good for 90 days. Extension is possible but not simple but will keep in touch with CDOT to determine timeline in response to COVID-19.

Thaxter asked Phil about closure cost. It is \$100,000 and paid by PWNR in lieu of cancelled events which they provide infrastructure for. City is also asking for the \$50,000 grant from CDOT. Barricades will continue to be rented from a contractor.

Kirsten suggested aligning the survey to specific areas might be more helpful with collecting data.

Kimberlee cited that survey includes addresses.

Kimberlee added 400 east block is impacted the most. Consider mid-August to get more information and address the challenges.

Phil stated the need to be strategic about installation and removal of barriers. Kimberlee added the removal of lights and paint on barriers.

Thaxter also added that there are only 5 weeks to go after mid-August.

Kirsten asked if DDA can take videos of businesses to include alley pick-up and parking in lot availability.

Chris suggested possibly moving all business meeting to August instead of the scheduled block captains meeting.

Phil left at 4:57 p.m.

- b. Common Consumption Zone / Open Container – there are still concerns with people walking around without masks.

Kimberlee felt an outreach to the community to weigh in is important.

Joe asked about enforcement. Next steps would be to determine who would enforce.

Kirsten asked how much time the study would take. Outreach and ordinance would take time.

Kimberlee is looking at this happening after Main St opens.

Chris added that with transitioning uncertainty of closure, outreach and staff time, it would not be good timing and he would not support moving forward with this now.

Jim Wardell added this would be a long process and community involvement would go a long way for buy in. This would also impact the community outside downtown as well.

John said as restaurants continue to sell alcohol for takeout, extension of drink area to outdoors may help them. He suggested recommending to the City Council if restaurants still have the limited seating and mask wear guidelines have been rescinded. Kimberlee added talking to City Manager and police for input on ordinance and move forward with exploration methodically.

- c. Strongmont Fund – Round 2 update

Longmont Community Foundation (LCF) issued an apology to the community about the fund not awarded to businesses of color. English/Spanish videos and applications will be released with a deadline on Aug. 23 at 5p.m. New review committee members include people of color. They continue to raise funds. The remainder of 1st round was 54,000 and has since raised \$15,000.

Chris asked about DDA representation for round 2. Kimberlee doesn't know.

Thaxter added the funds released first were from the DDA. Any other funding sources have been exhausted. Remaining funds are from LCF now. There was no communication received about changes.

7. NEW BUSINESS

- a. Advance Longmont Partners Organizational Alignment – Economic Partners created a Business Response Team who streamlined messaging and other communications needs and would play critical role with recovery.

- i. Redevelopment Contract – LEDP is looking to do a citywide real estate market assessment. DDA would also update the market assessment especially from COVID -19 recovery. Partners would also look into tactical management plan and consider retaining a developer liaison.
- ii. Marketing Collaborations – Partners also identified a focus on destination (external) marketing messaging with the help of Avocet Communications. This would help align marketing efforts moving forward. There is a budget for this as presented on the budget table in the packet.

Kimberlee asked the Board for input on the 2 alignments. The Board said yes to both.

Visit Longmont (VL) – Tourism impact is long term. Kimberlee is a board member. Their budget had lowered considerable due to lodger's tax impacted from COVID-19. Executive Director has been let go and 2 staff member are furloughed. Board continues to meet and would need a fiscal agent to help with daily operations and then see rebound possibilities. In this transition period, would the DDA Board be willing to oversee VL as part of the umbrella and the staff to share space in the DDA office.

Joe asked about DDA oversight role and if there would be a liaison from the LDDA Board.

Kimberlee would oversee daily operations, manage staff and answer questions. The VL board would remain with their responsibilities. As VL rebounds, staff would continue responsibilities as the destination marketing organization. Their lease expires in 2022.

Chris asked how they are funded. From yearly projection of lodgers tax dollars though the City monetizing with monthly partial payments. How would they restructure through transition? Eric Keen is interim director through end of year. Board and staff would operate through grants and continue to generate additional revenue moving forward. They would possibly hire a part time director next year. As part of the alignment organization, partners could help identify their marketing destination. Moving forward, there may be a shift in their priorities that would also aid recovery.

Thaxter asked how many staff remain. Two staff on part time currently. Staff would occupy the front office, and the front part of building.

Board directed Kimberlee to move forward with a proposal for next month's meeting. Joe would continue to look into the model and leasing.

- b. Board Election – Executive Committee agreed to stay with their current position. Moving forward, Chris offered to serve in the financial committee. Kirsten asked if she should to serve in the retail committee given the closure of her retail business in downtown. She can stay.

Motion: Jim Wardell moved to retain the Executive Board Committee, Joe Perrotto seconded the motion. The motion passed unanimously.

- c. 500 Coffman St. Update

Joe recused himself at 5:36 p.m.

DDA needs to enter into 2 agreements:

Garage Agreement – Reviewed by the lawyer and John Creighton. Kimberlee pointed out changes to Item 6.02. DDA funds would be used first and will be reimbursed plus 5% by BCHA if project doesn't finish as stated on Item 8.04.

John stated that the DDA Board and the Finance Committee has a responsibility to which BCHA would be responsible to pay for cost of overruns. There is a language in the agreement that BCHA would keep liquid reserves until project is completed. DDA would also get regular constructions draws and progress on what's completed or not so the Board knows they are staying within the budget or not.

IGA – as presented in the packet, there are changes to item 5 and Item 8. There is a resolution for the Board to allow Thaxter and Kimberlee to sign off on agreements. Financial closing has been pushed from July 28 to Aug 4. There might be changes to come.

Kirsten asked about cost concerns. Kimberlee thought it is high but hopes that the City releases all or part of designated infrastructure replacement TIF dollars. John thought it high with property tax not included.

Chris asked about timing of amendments after August 4 closing and next board meeting. If Board agrees to enter into resolution for the approval small amendments or changes by DDA legal counsel, John Creighton and Kimberlee, the resolution can be signed by Thaxter and Kimberlee and can track changes unless there are major concerns from the Board.

Motion: Kirsten Pellicer moved to enter into resolution for approval of documents, Chris McGilvray seconded the motion. The motion passed unanimously.

If construction will be mobilized on Aug 5th, it will displace parking permit holders. Site plan of alternative parking spaces was shared. Displaced parkers would receive hang tags from DDA. Parking will be first come first serve basis.

8. FINANCIAL UPDATE

- a. 2021 Budget – an updated budget for 2021 was shared in the packet. Kimberlee went over items under the construction fund budget.

Motion: Chris McGilvray moved to approve the construction fund budget, Joe Perrotto seconded the motion. The motion passed unanimously.

Joe rejoined the meeting at 6:08 p.m.

- 9. EXECUTIVE DIRECTOR REPORT** – Kimberlee sent the Climate Action Task Force information to the Board via email. Paid parking threshold has low impact currently. Kimberlee suggested looking first into adequate bike lanes, bus routes and other transit options in downtown.

Marcia stated benefits and value equation of paid parking when appropriate from a commercial standpoint are not the same as the proposal in terms of greenhouse gas reduction. She and others who have reviewed recommendation is unclear about approving recommendation just as a potential project for staff to look into and not as a mandate. This would still need to be evaluated by stakeholders – Traffic Dept. and DDA.

Kimberlee added that paid parking has been considered and the benefits from the climate standpoint but also need to understand from economic standpoint and see when it is appropriate to take action.

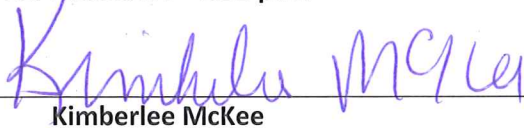
150 Main Redevelopment – Water tap fee including Granary and Wibby Brewing were slated to be done end of this year and transfer water taps. Due to COVID-19, City has agreed to extend water tap fee to 2022.

Kimberlee will bring back final agreement in August Board meeting for approval.

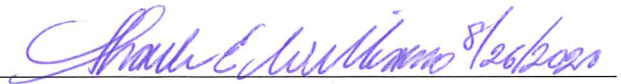
10. ITEMS FROM STAFF - none

11. BOARD MEMBER COMMENTS

12. ADJOURN – 6:12 p.m.



Kimberlee McKee
Executive Director, LDDA



Thaxter Williams
Chairperson, LDDA