

# LDDA Board Communication

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**Meeting Date:** Wednesday, January 27, 2016

## **Agenda Item: Alleyscape Amenities**

**Executive Summary:** During the east side Alleyscape the LDDA invested in alley and breezeway amenities. There are amenities we'd like to include in the west side Alleyscape which will include banners, Tivoli lights, planters, electric pedestals, electrical Jboxes, and benches. The estimated cost for these amenities is \$39,233 and they are broken down on the worksheet. There is approximately \$53,726 in remaining Alleyscape incentive funds from the \$100,000 allotted for the east side. The LDDA would like to use these available funds for the west side Alleyscape amenities. (see attached worksheet)

**Motion:** Approve the purchase of the west side Alleyscape amenities.

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## **Agenda Item: LDDA Board Meeting Schedule - 2016**

### **Executive Summary:**

#### **2016 LDDA Board Meeting Schedule:**

Location: Longmont Area Chamber of Commerce Conference Room  
Day: Every **4th** Wednesday, except noted below  
Time: 4:15 p.m.

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January	27	
Retreat	TBD	Thurs. Feb. 11 – 9 a.m. – 2 p.m.
February		Tues. Feb. 16 – 11 a.m. – 4 p.m. Wed. Feb. 24 - Retreat 11:30 a.m. – 4 p.m. ; board meeting following Mon. Feb 29 – 9 a.m. – 2 p.m. Fri. March 4 – 11 a.m. – 4 p.m.
February	24	
March	23	
April	27	
May	25	
June	22	
July	27	
August	24	
September	28	
October	26	
November	16*	*3rd Wednesday
December	21*	*3rd Wednesday

Notification Board is in the window of the LDDA offices at 528 Main Street.

### **The DDA Board officers are currently:**

Chair: Alex Sammoury  
Vice Chair: Open  
At Large: Sharon Smith-Eisler  
Secretary: Emelie Torres

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### **Agenda Item: Downtown Longmont Concert Series**

**Executive Summary:** Staff has met with City of Longmont recreation department. and spoke to committees regarding the Downtown Concert Series. We have had conversations with a board member of the Louisville Street Faire. They will be continuing a 7-week concert series on Friday evenings June – August. Staff discussed looking at a reduced schedule of concerts. A full budget can be determined for February. Possible dates would be:

Friday, June 10 (All Longmont High School Reunion)

Friday, June 24

Friday, July 22 (ColoRODans)

Friday, August 26 (Festival on Main)

Staff recommends:

- Increasing the footprint to encompass parts of Kimbark and most of Emery
- Add a kids area
- Try to solicit shopping vendors
- Add food vendors (giving downtown vendors priority)
- Expand beyond beer and wine
- Get regional draw bands (not national acts)

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### **Agenda Item: Retail Conversion Grant Update**

**Executive Summary:** Based on Board input, we will not make any substantial changes to the current retail conversion grant. It will stay exclusively retail focused. The Longmont Economic Development Partnership (Longmont EDP) will be designating a portion of their funds to these grants. They will update us in February.

Currently, we have \$15,000 (or one fully funded grant) available in allocated funding. Based on the investment made by the Longmont EDP, we will ask the board to consider moving more funds into this grant program.

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### **Agenda Item: Downtown Design Board (DDB)**

**Executive Summary:** The LDDA Board also is the Downtown Design Board (DDB) in cases of signage design standards. The DDB appoints a Design Advisory Committee (DAC), an advisory committee that will work with the executive director and city staff to review signage requests and modifications. Staff would like to add Debra Heiser of Heiser Design as a new committee member. Debra is a graphic designer and a volunteer on the Downtown Longmont Creative District Marketing Committee. She is the designer of the Own Downtown campaign and was an active member of the sign design board while living in Las Vegas. She was nominated as an original member of the committee, but needed to establish permanent residency in Longmont before being eligible to serve on the committee. She has established that residency.

**Recommendation:** Add Debra Heiser to the Design Advisory Committee