

Zoom Meeting: <https://us02web.zoom.us/j/86796198820?pwd=TUNacEJBTEFMcmFjVUJyWmsxUCtzZz09>

**LDDA Board of Directors Meeting – November 18, 2020 – 4:15 p.m.**

**Present:** John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin, Joe Perrotto; Jim Wardell; Kirsten Pellicer, Chris McGilvray

**Guests:** Nels Wroe

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; Emelie Torres

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1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
2. **BOARD AND EX-OFFICIO MEMBER COMMENTS** - none
3. **APPROVAL OF AGENDA**

**Motion:** Joe Perrotto moved to approve the agenda, Jim Wardell seconded the motion. The motion passed unanimously.

**APPROVAL OF MINUTES**

- a. **Motion** to approve the October 28, 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 – Pre-submit comments BEFORE noon on November 18, 2020 at [ldda@longmontcolorado.gov](mailto:ldda@longmontcolorado.gov) Comments will be read at that time. Or the link will be open for the community to join.

Nels Wroe commented the LDDA Board and staff are doing an awesome job.

**5. INCENTIVES**

- a. **519 Main St – Dryland Distillers Redevelopment Project**  
Nels presented the application for their redevelopment project. They are applying for the Façade/DIP and Retail Conversion Grants to renovate the façade with roll up windows for an indoor/outdoor bar and patio area and the interior space for a tasting room. Their total project cost is \$760,000. Their financials have been approved by the Finance Committee. They are requesting the full \$10,000 for the Façade/DIP grant and the \$15,000 for the Retail Conversion for a total of \$25,000.

4:18 p.m. – John Creighton and Kirsten Pellicer joined the meeting

New location will help meet the demands they have. They won 2 national awards on their whiskey. They are bringing the building back to retail and destination venue. They finished 1<sup>st</sup> round of equity investments.

The \$15,000 ask will be matched at \$7,500 by LEDP as well.

Chris asked about project timeline. Demo is currently going on, infrastructure work will start in January, a 6 month process and anticipating for summer-early fall of 2021 opening.

Kirsten thought it would be a great activation and a catalyst on the block.

Jim W. cited what can be done with crossing with foot traffic increase then. Kimberlee will broach the mid-block crossing flashing lights subject to City again.

Chris echoed what everyone said and thanked Nels for believing in downtown and his significant investment.

**Motion:** John moved to approve \$25,000 grant for façade/DIP and retail conversion applications, Joe Perrotto seconded the motion. The motion passed unanimously.

**6. NEW BUSINESS**

- a. **Finance Committee Update – TIF policies**  
Joe stated the committee met to come up with an actual program in place for the LDDA to decide what projects can move forward. Kimberlee got information from DDAs across the state and funding

guidelines from Ft. Collins for reference to policy creation. These are outlined in the board communication.

Greeley Economic Development Advisory Committee would be a good consideration for the LDDA to have.

With many projects on the docket, having this policy adopted in January would be beneficial. The committee felt this would be a good topic for the retreat. Chris asked if the Board is in agreement to moving the retreat to January. Everyone supports the change to schedule.

Chris asked if everyone supports future TIF policies brought up by Kimberlee. He also added that the approach from CO Springs is good - being target heavy to use funds to achieve a goal. Colorado Springs used 100% TIF for the first 600 residential uses. The Board agreed this was a good approach.

Due to state statute and the way that future TIF will be reimbursed to LDDA, Jim G suggested being careful on allocating funds moving forward as increment will decrease.

b. LDDA Board Chair & December Meeting

Chris thanked Thaxter for his service and leadership. The Board needs to appoint a new chairperson who will serve until June 2021.

**Motion:** Kirsten Pellicer moved to nominate Joe Perrotto for the chairperson position until June 2021, Jim Wardell seconded the motion. The motion passed unanimously.

Kimberlee suggested continuing the annual meeting luncheon on December 16 thru delivery. Everyone is fine with it.

Kirsten asked if everyone heard about the 50% capacity order from BCHD today. Everyone has.

7. OLD BUSINESS

a. COVID 19 Update

i. CARES ACT Reimbursement – \$195,000 eligibility for reimbursement will be applied to safe reopening grants, #strongmont grants and bigger hearts stronger streets program implementation. Kimberlee should know soon about reimbursement.

ii. Parking Permits (defer to February) – with the new restrictions and the holidays coming up, Kimberlee asked if parking permits can be deferred again for 1 month next term.

**Motion:** Kirsten Pellicer moved to defer billing of parking permits until February 2021, thereby comping the month of January. Joe Perrotto seconded the motion, the motion passed unanimously.

iii. Closure/Restriction Assistance

Meeting with all businesses didn't support outdoor dining. Restaurant owners preferred curbside pick-up and delivery. Retailers also support curbside pick-up. Kimberlee is working with the City to install curbside pick-up signs with designated numbers for identification at areas on Main St.

1. Delivery Service – Kimberlee has been talking to other DDA's in CO about 3<sup>rd</sup> party delivery. Easy Eats is a local company and is used by a couple of restaurants in downtown. Easy Eats has 8 drivers and they are planning to hire more as demand arises. Orders from participating restaurants are done on their website and they keep 20% pre-tax from the menu item cost. Checks are then issued to restaurants on a weekly basis. Boulder put and RFP and went with NoCo Nosh with 15% delivery cost to restaurants. Easy Eats is able to deliver for retail businesses with \$5 flat fee. Some restaurant owners are doing their own delivery. Start-up cost is high. Easy Eats delivers from 11 a.m. – 9 p.m. Kimberlee asked the Board about subsidizing Easy Eats delivery cost to restaurants. They are willing to reduce the charge down to 15% of pre-tax food item. They would pay the restaurants and send the delivery bill to the LDDA. Kimberlee asked about mileage reimbursement to business owner delivery cost. LDDA has funds up to \$100,000 designated for COVID relief that can be allocated. The last 2 months of the year have the highest return to businesses and Kimberlee would like to make sure they get the help they need.

Joe thinks the concept is good but keep it consistent with fees. Tracking mileage might complicate things.

Jim W asked if the \$5 fee is for Longmont only. Easy Eats does Niwot and are willing to go to Frederick and Firestone areas.

Chris suggested to consider hiring a driver for Easy Eats who would be dedicated to downtown businesses. Kimberlee cited that other restaurants using a different 3<sup>rd</sup> party delivery could be reimbursed as well.

Kirsten and Chris think businesses submit a log of their delivery schedule and amount. The LDDA would put a cap for reimbursement.

Jim G asked how much the project cost is. It will depend on the amount of business participation.

5:04 pm - Marcia left.

**Motion:** Kirsten Pellicer moved to allocate up to \$10,000 of TIF funds, allocated for COVID-19 relief, up to \$100/week to participating businesses at 15% for restaurants and \$5 for retail shops through Dec. 31. The Board can revisit the program in the December meeting. Jim Wardell seconded the motion. Should the Board need to reassess before next meeting, a quorum can meet before then. The motion passed unanimously.

Jim G added CARES reimbursement could possibly be used for this initiative.

2. Public Space

Small Business Weekend activities such as ice carving, holiday characters roaming around downtown and handouts to customers to encourage walking around while waiting for their turn to shop with the 50% indoor capacity order for retail.

3X Strongmont Campaign is also going out to encourage people to shop/order/share/tag with 3 friends locally. Advance Longmont Partners are supporting the campaign and LEDP will also forward messaging to primary employers as well.

- iv. Future Incentives – Kimberlee would like to discuss more at next meeting to help businesses sustain through 2021.

**8. FINANCIAL UPDATE**

Funds are being used for holidays. Budget for 2021 was finalized at City Council's meeting.

September was a strong month for citywide collection which was up by 12%. Restaurants were down at 16.6% in September. Kimberlee added Downtown was down 20% at the end of September. Although September was up by 3.4% over 2019.

**9. EXECUTIVE DIRECTOR REPORT**

- a. Here for the Holidays – The campaign includes videos about supporting local. The LDDA will be distributing shop local bags for retail to giveaway to customers with purchase. No tree lighting event this year but lights are strong on Main St. and breezeways. Artists will also be placed at a few businesses on Artist Sunday. A pop-up art show in the office will start thanksgiving weekend through end of December.
- b. Visit Longmont – LDDA continues discussions with Advance Longmont Partners and City of Longmont regarding any type of partnership to host the visitor's center.

**10. ITEMS FROM STAFF - none**

- 11. BOARD MEMBER COMMENTS** – Kirsten announced the 464 Main has been leased by A Florae to open by February 2, 2021. Kimberlee also announced new store openings - Snarkington's Gift, Mystic Sisters is opening soon, and Kimberlee is talking to two new prospects. Chris wished everyone a safe and Happy Thanksgiving. Joe thanked everyone for allowing him the new position.

- 12. ADJOURN – Motion:** Jim Wardell moved to adjourn the meeting at 5:27 p.m., Joe Perrotto seconded the motion, the motion passed unanimously.

Respectfully submitted by:



Kimberlee McKee  
Executive Director,



Chris McGilvray  
Vice Chair, LDDA