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

Absent: Emelie Torres

Guests: Tony Chacon, Norrie Boyd, Morgan Smith, Josh Elliott, Charlie Gau, Cat Oehlman, Dave Oehlman, Kieth Burden, Brien Schumacher

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS

3. APPROVAL OF AGENDA Thaxter noted a change to the agenda. Twin Peaks North project was added. Joe Perrotto moved to approve the agenda with the change, Chris McGilvray seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. Motion to approve the October 23, 2019 Board Minutes. Jim Waddell moved to approve the minutes, Kirsten Pellicer seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)

6. PRESENTATION

- a. **Twin Peaks North Project** - presentation by Tony Chacon. This is land north of the Village at the Peaks Shopping Center on corner of Hover St. and Nelson Rd. This parcel used to be primarily used by WalMart. The City's primary purpose is to get an understanding of how much development can get on this piece of land and figure out infrastructure needs, developments costs, and how Urban Renewal Authority can get this development moving along. Possibilities are residential housing, townhomes, affordable units or commercial/mixed use properties. They wish to work with property owners that presently own parcels in this area. If all would fall into place, Tony thinks that in the next 1.5 years, town homes may be under construction. Hobby Lobby could stay or not after their lease is up. Other businesses may be relocated when their lease is up.
- b. **500 Coffman St. Redevelopment Update – Boulder County** – Presented by Norrie Boyd with the Boulder Housing Authority. She reviewed the site plan; 73 units of housing, parking garage, and RLET office building and the schedule. The funding took a few years to solidify and the final tax credit-financing phase, which recently passed, has stricter deadlines to meet so they are scrambling meet the deadlines. April 2020 is the financing closing date and they will start right after that. They hope to deliver units by Oct. 2021. The parking garage phase would start first. The City may hold the Certificate of Occupancy until the entire project is complete. Kimberlee said it'd be better if they didn't have to wait to use the garage. They are currently waiting for City comments back on the designs. Kimberlee asked about the Redevelopment Agreement. Norrie said they have a 50-page agreement she's reviewing. The City asked if they'd be interested in a landscape feature on the 6th Ave. side of their building to mitigate the water drainage. This could potentially include the city parking lot. They are exploring that. They do have a construction company on board and prices are looking good right now. Chris M. asked about impacts to their neighbors. They are looking into power, staging, parking alternatives, traffic control, etc. impacts and are coming up with options. Kimberlee asked that she and Del Rae be included in those meetings in the future. Keith Burden asked about the screening on the parking garage. They are exploring that and are making it a nonstructural element with sculptural attachments. Joe asked about unlimited parking during construction. They can't control that as the City owns those spaces. Could the HUB's W side parking lot be used for additional public parking during construction? They will consider it. Keith Burden asked about the design building materials. They

focused on the ground floor residential elements to different that from the rest of the building. But the design is still changing and other enhanced architectural elements are being considered.

- c. **Advance Longmont 2.0 Strategy** – Presented by Morgan Smith from LEDP. The City's 2.0 Economic Strategy was approved by City Council. Morgan wanted to know if the LDDA will also support the plan. Kimberlee and Marcia sit on and are active on the Industry and Place Work Groups. There's still room to sit on other Working Groups. Wayfinding came up in the Place Group, which the LDDA could head up. Also, the LDDA is already looking at the 200 block development into a distinct destination and promoting housing for creatives in the downtown. The Strategy has short and long term goals. The life cycle of this 2.0 plan is 7-10 years.

Chris McGilvray moved to support the Longmont 2.0 Strategy, Joe Perrotto seconded the motion. The motion passed unanimously.

7. INCENTIVES

- a. **AutoPlex** – Seeking a Façade Renovation/DIP grant for \$10,000. They are located at 105 3rd Ave. and are an automotive restyling center. This is 1 of 3 locations. They want to do a remodel. They don't own the building but are staying and want to update. They will update front to metal (from wood). Total project cost is \$120,000. There was just over \$40,000 of eligible exterior work (metal work, concrete ADA ramp, painting). Finance committee reviewed and approved the financials.

Kirsten Pellicer motioned to approve the Façade Grant for \$10,000. John Creighton seconded the motion. The motion passed unanimously.

- b. **Smokin' Daves** - They purchased 230 Main St. and are doing a significant renovation. They are moving from the Best Western location on Ken Pratt Blvd. They are requesting a Façade Renovation and a Retail Conversion Grant. They are requesting the \$10,000 Façade maximum and asking for a lift on that cap. They are requesting the maximum \$15,000 for the Retail Conversion Grant. LEDP already approved the \$7,500 match for this grant. Their total project cost is around \$950,000, including equipment. The building was purchased for an additional \$850,000. The expenses submitted for the Façade include overhead doors, patio, deck, and lifting the cap for additional expenses related to the water line (required by the City), and two kitchen hoods. The Retail Conversion expenses included plumbing and fire suppression work. Jim Creighton mentioned that this is a significant investment that will elevate the value of this property.

Chris McGilvray motioned to approve the grants for \$48,952 (\$33,952 for Façade Renovation and \$15,000 for Retail Conversion). Jim Wardell seconded the motion. The motion passed unanimously.

8. NEW BUSINESS

- a. **Event Update** – Colin reviewed 2019 events and some highlights of 2020 events, including Winter Walkabout. Last year we had \$1,500 in sponsorships for this event and \$5,000 this year. He thanked High Plains Bank for the support. Concerts are going strong. Guaranty Bank (now Independent Bank) continued its \$8,000 sponsorship for 2019. He reviewed 2nd Friday, Clean Green, Tree Lighting Ceremony (High Plains Bank is first title sponsor ever), and Small Business Saturday. He also reviewed events we sponsor or support (monetary, road closures, permit applications, access to infrastructure/electrical, other in kind, etc.). New events in 2019 (not run by LDDA, but supported by) included Farmers Market, which had some struggles, Unity in the Community (Chamber of Commerce), and Day of the Dead (Longmont Museum), which got some CBS coverage. Shoes and Brews also reached out to do a run Downtown, so we scheduled to do a Fun Run on Main St. at 4pm before the Holiday Lights Parade.
- b. **Market Assessment** – (Joe Perrotto recused himself) Kimberlee reviewed a market analysis proposal for Downtown Longmont, submitted by Dave Starnes. She reviewed the Scope of Services of the proposal. The total cost of the analysis is \$14,850. He also added 2 options for consideration (development scenarios, financial analysis). We have a \$147,000 construction fund contingency line item. We could fund this with that money. We could start this in Dec. and have it done before our Board Retreat in Feb. 2020. Kristen and John expressed the value in this to developers.

Kirsten Pellicer motioned to approve the David Starnes proposal for a Downtown Market Analysis for \$14,850. Chris McGilvray seconded the motion. The motion passed unanimously.

9. OLD BUSINESS - none

10. FINANCIAL UPDATE – Kimberlee passed around updated financials. A final appropriation was put into the operations account. We are under 80% on all our budgets. Things are looking good. We have to finalize our encumbrances early this year, by Dec. 2.

11. EXECUTIVE DIRECTORS REPORT

- a. Big Belly Trash – Kimberlee reviewed examples of Big Belly trash compactors. The City is looking at utilizing some of these and placing a few Downtown to test them. The Downtown Maintenance person currently empties trash cans three days per week. The compactor is a trash/recycle set and powered by solar. It can inform PWNRR when it needs emptying, maintenance, etc. We can advertise on it as well. We can lease or own and leasing makes the most sense. We are looking at replacing five in Downtown in 2020. We have the Infrastructure Replacement Fund that could be used for this expense. The total cost to lease five is \$10,000 for one year. We currently have \$111,000 in that fund. The goal is to reduce labor of trash collection and free up Downtown Maintenance person to do other things Downtown. We can look at removing items in the area to reduce clutter by these trash cans. PWNRR will be analyzing the compactors to see if it's valuable. Marcia asked if it can still be taken to the City's single stream. Did they give us any references? Yes, we did and will follow up.
John Creighton moved to approve the \$10,000 cost to lease the five Big Belly's for one year. Joe Perrotto seconded the motion. The motion passed unanimously.
- b. Ranger Update – We budgeted \$15,000 for the program in 2019 and spent about \$5,500 (it started later, lots of trainings, and they weren't Downtown as much as we expected). Feedback from business owners is that they didn't see them much, they were fine, and no problems. The ambassadors in 2018 did a lot more business visits. The Rangers didn't get as much opportunity to visit businesses this year. We felt it was helpful in some situations and would like to have them go out with HOPE for homeless outreach in the future. The eyes/ears piece is working in positive ways. Does the Board want us to move forward again in 2020? Kirsten said St. Stephen's Plaza issues have been much better this year than in the past. Jim Wardell said they saw improvements by his business as well. He had positive interactions with the rangers. The Board was supportive of moving forward next year. More details will come before starting the program again in 2020.
- c. The December meeting will be at Scratch, the new restaurant in 300 Suns Brewing. We'll be ordering off the menu. It'll be a light meeting at the LDDA office at 11:30 and then head to Scratch/300 Suns.

12. ITEMS FROM STAFF - none

13. BOARD MEMBER COMMENTS - none

14. ADJOURN – 6:30 p.m.

Respectfully submitted by:



Kimberlee McKee

Executive Director, LDDA



Chris McGilvray

Vice Chair, LDDA