

Board Minutes LDDA Board of Directors Meeting - September 23, 2020 – 4:15 p.m.

Zoom Meeting (use same link for both meetings)

<https://us02web.zoom.us/j/84941205522?pwd=aXg1eEhVeENYZ2dKSy9mQzNoZXVZUT09>

Meeting ID: 849 4120 5522 Passcode: 599383 Call in +1 346 248 7799

Present: Joe Perrotto, Jim Wardell, Thaxter Williams, Marcia Martin, Kirsten Pellicer, Jim Golden, John Creighton, Chris McGilvray

Absent: Emelie Torres

Guests: Ken Puncerelli (LAI Design Group), Liz Newman (McCauley Constructors), Paul Wallick (Land Pro Civil)

Staff: Kimberlee McKee, Colin Argys, Del Rae Heiser, Mersadi McClure

LDDA Downtown Design Board – September 23, 2020 – 4:10 p.m.

1. Appoint new members - two openings in the Design Advisory Committee.

Motion to appoint the selected 2 individuals (Lori Jones and Jennifer Vecchi) - Kirsten Pellicer moved to approve, Joe Perrotto seconded the motion.

2. Adjourn - 4:12pm

LDDA Board of Directors Meeting – September 23, 2020 – 4:15 p.m.

1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING 4:12pm**
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.

4. **APPROVAL OF MINUTES**

Motion to approve the August 26, 2020 Board Meeting Minutes – Chris McGilvray moved to approve the minutes, Kirsten Pellicer seconded the motion. The motion passed unanimously.

5. **PUBLIC INVITED TO BE HEARD (3 MINUTE MAX PER SPEAKER – Pre-submit comments BEFORE noon on September 23, 2020 at ldda@longmontcolorado.gov Comments will be read at that time.) Or the link will be open for the community to join. None**

6. **PRESENTATIONS**

- a. **Gold Key Landing** - Liz Newman, Paul Wallick and Ken Puncarelli presenters. The proposed development project would include the two 300 W public parking lots and the Gold Key Travel building in between. The project is sustainable in nature with modular pieces made to fit units using solar, recycled building materials, etc. The 5 story building could be 80+ units, 5,000 SF of retail (include a small market), 62 parking spaces (reduction in current 68 surface spaces) and alternate transportation incentives for tenants. Modular method advantage is there's less waste, made in factory/consistent, and units fit together. Minimal construction site building as modules are delivered already made. Does not look modular from the outside. Savings from shorter finance period time as these are built quicker than standard ground up builders. Jim Wardell asked if it could be designed multi-generational. Kimberlee did discuss that with them. A second option would be to not include the public lot on the north side of Gold Key Travel which would reduce resident and retail space. Kimberlee said we'd need to think through the

parking as we'd be displacing 68 public parking spaces. Could possibly build a vending machine type parking garage and can build into the side of the modular building (like Carvana). Marcia Martin asked about using more electric in the units and inclusionary zoning. Ken said they are usually 99% electrical and looking into affordability.

Board advised Kimberlee to continue pursuing this opportunity and get more keyed in projections. Interested in knowing more and addressing gaps/short falls.

7. INCENTIVES

- a. **Business Re-Opening Safety Grant Update - Closes end of September** - 25 businesses awarded and a few remaining applications being completed. Will reconvene task force to see where to go next. Have another \$100,000 of incentives for COVID-19. Concern for businesses having a strong 4th quarter and getting through 1st quarter 2021. With PPP money being exhausted, what else is coming? Kristen was most concerned about 1st quarter. Joe asked do we keep it in reserve and then perhaps use in 1st quarter 2021 to help fill some gaps. Kimberlee said we could see how the year works out. We are looking at a follow up survey from the first COVID survey to see what gaps businesses have now.

Board advised Kimberlee to move forward with the Task Force discussion.

8. OLD BUSINESS

- a. **Main Street Road Closures - Marketing Overview** - Barricades are being removed 9/28/20. Good/bad feedback for both going up and being taken down. Will keep the NE 500 Main and the NW 400 Main block barricades up through October. Jefe's did want to continue having the street dining but can't keep that lane closed. Looking at option of just closing parking lane in front of Jefe's. Kimberlee went through Avocet Communications outreach campaign results for the Bigger Hearts Strong Streets program. Kirsten said Avocet did a wonderful job on the campaign as did Colin and Mersadi.
- b. **500 Coffman Update** - Construction started. Held a virtual meeting on 9/23/20 with 500 Coffman St. Tenants along with Pinkard Construction and BCPH. The 140' crane will be installed soon. They will be working every Saturday. We created a Spoke on Coffman page on our website. Kimberlee would like to schedule a ground breaking picture with the Board in early Oct. Thaxter asked about putting a Strongmont banner on the crane. Pinkard said City has strict wind restrictions, so unlikely they could.

9. NEW BUSINESS

- a. **Public Space Guidelines** - Kimberlee went through the Public Space Guidelines draft. Jim Wardell thinks it's very beneficial and helpful to have. How should business provide approval from their neighbors? An email is allowed. For the insurance, Kimberlee didn't put dollar amount and just list GID as additionally insured.
Motion to approve the guidelines - Chris McGilvray moved to approve, Jim Wardell seconded the motion. The motion passed unanimously.
- b. **Future Community Outreach (Common Consumption / Road Closures)** - Kimberlee met with the City to discuss. Should we move forward with community outreach on this topic and general concept of it? How would future Main St. roads look? Should we include that in the community outreach also? The CU CEDAR class continues to work with us on a community outreach survey and we could include common consumption and road closures. Thaxter asked about it being a state highway. Kimberlee said that the capacity during the lane restriction continued to flow and wasn't significantly impacted. Board was OK with continuing to gather community input.
- c. **Business Recruiting** - Checked in with businesses and property owners. It's been a little slow but last 3 weeks has seen increased interest in vacant space. Talked about partnering with Avocet/LEDP recruitment campaign and use same message for Downtown. How do we get LDDA on top of online searches? Would Board be interested in using Avocet to setup the messaging (\$3,500-\$5,000)? Do it in Oct/Nov and skip Dec. Kimberlee went over some of the larger available spaces (old Flavor of India, 380 Main, SMS). Some buildings are for sale. Active retail prospect is moving into SE 3rd Ave./Main St. corner space. Our goal is drive people to our available space pages and connect to realtors.
Motion to approve the Avocet recruitment campaign - Chris McGilvray moved to approve, Joe Perrotto seconded the motion. The motion passed unanimously.

- d. **Longmont Chamber Policy Updates** - Chris McGilvray gave update on Chamber advocacy positions. Chamber has held Town Halls about stimulus relief and the CARES Act, health care, economic, and education. Chamber is hosting one with Senator Gardner on 9/28/20 and partnering with Boulder Chamber on a visit from John Hickenlooper. The Chamber is connecting businesses with PPP and banking options. Kimberlee would like to send out Chamber advocacy positions to Downtown stakeholders. Kimberlee said LDDA could take position of supporting the 30 year lease option resolution. **Motion** to support the position to change charter to reflect 30 year leases instead of 20 year - Chris McGilvray moved to approve, John Creighton seconded the motion. The motion passed unanimously.
- e. **1st & Emery Railroad work** - The railroad crossing is still closed between 1st and 2nd Ave. on Emery. The project ran into issues and the construction company was let go. They are now 4-5 months out to figure a new design, then another construction bid process and then construction. Kimberlee will try to get Public Works to join the meeting in October to answer questions.
- f. **Holidays** - Kimberlee wrote in Board Communication the plans for the holidays. Home for the Holidays theme. Looking at Small Business weekend from Fri – Mon: non traditional tree lighting on Friday, Small Business Saturday, Artist Sunday, Cyber Monday. Businesses thought Winter Passport was worth continuing. What did Board think about Downtown Dollars to bring back to businesses in the 1st Quarter? Would Board be willing to refund these vouchers to the businesses, 100%, 75%, 50%... Kirsten said the Trip Trakker program reimburses businesses 50%. Chris M said another idea is to put money towards Gift Card purchases. We'll continue to vet and discuss again in October.

10. FINANCIAL UPDATE - Budgets are under and looking at a reimbursement of CARES ACT dollars for Bigger Heart Stronger Streets. Didn't get the GoCo grant. City got a \$50,000 grant from CDOT for the barricades. We are doing another CDOT grant for extra lighting in the breezeways.

11. EXECUTIVE DIRECTOR REPORT

- a. RPA Façade Work - per façade agreement, they just need to show us any façade improvements. Should be OK to move forward with the work.
- b. SMS is 52% occupied with 301 residents. 50% are under 30 years and 80% are under 45 years.
- c. Rossmonster should finish their Façade improvement in October. And then start on the coffee shop.
- d. 3rd and Atwood project coming in. NE side of 3rd and Atwood.
- e. Elks Historic Assessment is just about finished and should be finalized soon. Building is in better shape then they thought.
- f. Thai restaurant coming and Smokin' Dave's BBQ opened. Cactus Coven moving into Sweet Nightingale's old space.

12. ITEMS FROM STAFF - none

13. BOARD MEMBER COMMENTS - none

14. ADJOURN - 6:13pm

Respectfully yours,

Kimberlee McKee
Executive Director

Thaxter Williams
LDDA Chairperson, LDDA