



MINUTES

LDDA Board of Directors

528 Main Street, Longmont, CO 80501

January 22, 2014 – 4:15 PM

Present: Bill Sawyers, Joe Perrotto, Burbidge Austin, Larry Stauss, Sharon Smith-Eisler, Bob Goff, Ex-officio Member: City of Longmont, Jim Golden, Gabe Santos

Absent: Burbidge Austin

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

- 2. BOARD AND EX-OFFICIO MEMBER COMMENTS** – Bob clarified his opposition regarding signage as discussed at the last board meeting. Visibility is an issue among others and before putting the signage rules and guidelines in place, any existing problems should be mitigated first. Sharon asked Bob what he would like to see happen. Bob stated maybe cutting some trees out for visibility. A 2'x2' storefront sign perpendicular to the building will be difficult to see given the tree canopy and cars parked in front of the stores blocking visibility. Kimberlee got an estimate from an arborist about tree trimming/cutting for \$25,000 for all trees on Main Street. The thought was to test one block and see if this resolves the issues. The other option is to cut/trim trees that need it. Bill stated to put this on the next meeting's agenda. Pricing will also be discussed.

3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES

A. **Motion** to approve the November 20, 2013 Board Minutes – Joe Perrotto moved to approved the minutes, Sharon Smith-Eisler seconded the motion. Gabe Santos abstained. The motion passed.

B. **Motion** to approve the January 9, 2014 Board Minutes – Bob moved to approve the minutes with changes to his statement under Item 5, Letter of Support for Pumphouse Brewery and Red Zone: "Bob cited that the number of businesses downtown with liquor license is unimportant and one of the owners (Pumphouse) being the mayor has nothing to do with it. Economic and social impact is critical to businesses downtown. The LDDA is the leader in downtown businesses and should support the brewery.

Joe Perrotto seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none

6. Executive Director Report

A. May 14 gathering – a public forum will be held from 4:30-7 p.m., tentatively at the City Council Chambers. It will include a video presentation about downtown progress and speakers from art live/work and downtown revitalization.

B. DCI Report – Kimberlee is expecting a final look at the report possibly next week. She sent back comments and survey from local business / property owners. At the stakeholders meeting, Kimberlee noted that the industrial corridor was very excited about being a part of the direction downtown Longmont is going. The commercial transition and Terry St. area were optimistic as well.

C. Gift Card Update – 2013 activity had a big jump from 2012 selling 56% more cards. Contract with gift card company, Store Financial, is on a yearly basis. A worksheet was presented listing number of card redemptions, transactions and amounts purchased.

7. OLD BUSINESS

A. A&E District Update – Kimberlee will submit a letter of intent by March 3rd to Colorado Creative Industries to become a certified creative district. Work plan for 2014 has been put together.

The marketing committee has started their regular meetings.

Retail committee will start sometime in February.

The Arts Administrator's group is focusing on district issues and implementing arts and entertainment district plans and roles.

B. Downtown Ventures Update – Bob and Kimberlee met with Mary Blue from the Community Foundation. Downtown Ventures submitted their first grant application partnering with the Longmont Theater for the marquee re-lighting. The committee also approached LPC in regards to their energy-smart funding. Bids from the theater are expected. The theater has been advised of the 25% contribution to the project. Any improvements done will stay with the building.

We worked with the Community Foundation to apply for 'Our Town Grant', a national endowment of the arts grant. Part of it will be used for the arts incubator of the Rockies (AIR) in Ft. Collins. AIR will come to Longmont and give planning sessions with community partners on how to activate spaces for outdoor gatherings. These would include St. Stephen's plaza, breezeways, alleys and avenues. About 45 people will develop a small business plan to activate these spaces. Plan and grant would be \$25,000; LDDA would contribute and raise money to match this. LDDA plans to transition to an event facilitator from an event producer.

8. NEW BUSINESS

- A. Meeting schedule and posting site – the 2014 monthly board meeting schedule and notification site were handed out in the packet.

Retreat Date: Thursday, February 13, 8:30-4p.m.

Motion: Sharon Smith-Eisler moved to approve the slate of meetings and retreat date, Gabe Santos seconded the motion. The motion passed unanimously.

Retreat Location: Bob suggested the Red Zone in the back. Kimberlee will consult with the owners and report back.

Retreat topics:

- o strategic relationships – review 2013 goals and partner with someone to achieve unattained goals before adding more
- o Bob invited a Pepsi representative to attend the retreat and find out what the company can contribute to downtown Longmont.
- o recruitment process – business and residential
- o Roosevelt Park Apartment living and its impact to downtown
- o Compare 2012 and 2013 growth on businesses downtown (retail tenants) and look at opportunities for brick and mortar opportunities and the LDDA to be the one-stop information for business opportunities downtown (this will include any city offerings and SBDC assistance).
- o review art studio artist agreement / rental – summary of board meeting comments, license agreement and input from lawyer

B. Downtown Concert Series – food licensing is an issue every year. Kimberlee informed the board of the changes from the Boulder County Health Department. They are now requiring a 'Special Events' permit from the food vendors for the concert series. The application fee remains at \$255 per calendar year (applicable to concerts and Festival on Main) and a one-time plan review with a fee of \$400. Part of the fee may be reimbursed depending on the complexity and length of application process. There will be 4 Concerts in June, then Colorodans on July 25th. Kimberlee asked the board if concert series should continue this year. The board gave Kimberlee the direction to go ahead with the concert series and find out who from downtown food vendors would be interested to sell at the series.

Breweries – will contact Left Hand and Oskar Blues again. Pump House asked to be considered this year. Kimberlee is thinking of rotating special brewers per concert also.

C. Roosevelt Park Apartments – Art studios

Kimberlee worked with a state consultant to put together guidelines for filling the 3 creative incubators. In the board packet, Kimberlee presented a letter to the artist/creative, an agreement between artist/LDDA, what LDDA would provide to them and funding model. The board discussed these and suggested looking at the following items:

- o License agreement versus lease agreement – Bill will forward an agreement document to Joe for review and comment.
- o Personal guaranty to pay lease. Joe offered to help with the process
- o LDDA coordinator intern to monitor rental. Kimberlee will start the process with this and assess work load moving forward
- o Have a current sales tax license and collect and remit sales tax on all sales – (correction to line item under 'artist arrangement')
- o Selling track and ability to sell art and give the 20% of sales to LDDA
- o Deposit will be forfeited for incompleteness of annual benchmarks set
- o Report Sales to LDDA – monthly disclosure
- o Weekly versus monthly rental
- o Bookkeeping
- o Invest in brick and mortar business in the district – a key qualification
- o The board should be prepared for more contingency
- o Studio must be diverse and eclectic
- o Personal liability insurance
- o Personal financial information
- o Performance contract
- o EIN # - new or current

Sharon suggested that Kimberlee consult with a lawyer regarding length of lease and possible discrimination on waitlisted artists. Kimberlee shared that other incubator studios have a 3-year standard lease. Kimberlee will re-evaluate, summarize comments and re-send to everyone for review and discussion at the board retreat.

9. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none

- 10. **ITEMS FROM THE STAFF** - none
- 11. **BOARD MEMBER COMMENTS** – none

Bill and Kimberlee informed everyone about the architectural design of the art studios. Bill did some preliminary sketches. Kimberlee added that the renderings would cost \$4,800.

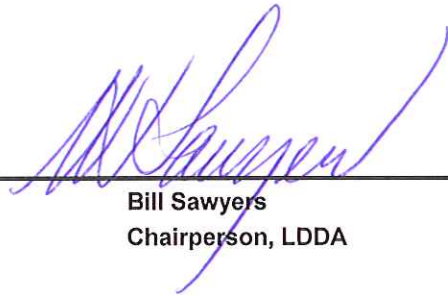
Motion: Bob Goff moved to approve up to 4,800 for the architectural renderings of the 3 art spaces at the Roosevelt Park Apartments, Gabe Santos seconded the motion. The motion passed unanimously.

- 12. **ADJOURN** – 5:44 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Bill Sawyers
Chairperson, LDDA