

DRAFT Minutes
LDDA Board of Directors
528 Main Street, Longmont, CO 80501
January 23, 2013 – 4:15 PM

Present: Bill Sawyers, Sharon Smith-Eisler, Burbidge Austin, Joe Perrotto, Robert (Bob) Goff, Alex Sammoury, Larry Stauss

Absent: Ex-Officio Member: City of Longmont, Jim Golden

Guests: City of Longmont: Chris Huffer, Brien Schumacher, Nick Wolfrum; Damondeep Singh; Tom Charles; Tony Kindelspire (Times Call)

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS – none

3. APPROVAL OF AGENDA

Motion: Alex Sammoury moved to approve the agenda, Burbidge Austin seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. **Motion** to approve the December 19, 2012 Board Minutes – Burbidge Austin moved to approve the agenda, Alex Sammoury seconded the motion. The motion passed unanimously.

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

6. EXECUTIVE DIRECTOR REPORT

Kimberlee showed everyone the retail and shopping map in the works which will also include a parking map and an insert listing all of current shopping, dining, arts and entertainment businesses. Alex suggested having an electronic advertising board. This would be one way to generate income. Kimberlee will look into this.

Marcelo shared the new concept designs for the breezeway banners that the placemaking committee approved. Main Street banners will also be updated to reflect current designs. Concept was taken from the gift card design incorporating dining, shopping, arts and music.

An artist stipend application was created to promote businesses in downtown. Instead of the Every Friday event, businesses are encouraged to hire artists incorporated in their activities or celebrations. LDDA will fund the stipend of \$150 per artist. There will be a maximum of 40 stipends in one year. The application will be mentioned in the 'Happy New Year letter' the LDDA is sending end of January. Forms can also be downloaded from the web site.

Farmers Market – Kimberlee is working with city staff regarding street or alley closure management and cost effectiveness. She will share proposals with the board once they have an agreement.

Volunteer Program – kick-off event will be on February 21st at the Dickens Opera House from 4-6 p.m. Incentives will be offered to volunteers depending on amount of time they would commit. The board is invited to come and join the kick-off.

PAN hours – Marcy Arian from Loveland was hired for the Peer Assistant Network hours. She has good experience with arts incubator and has been highly regarded by the community.

Artist Space – Sharon and Kimberlee met with several artists earlier. They showed the artists the former DOC space for a possible coop space. A database will be started to gather data from interested artists. This will help determine desired space and cost.

Bicycle Dismount – the committee will present the plan before council. Should the council vote to move forward, the committee is looking at starting the implementation project in the spring.

7. UNFINISHED BUSINESS

A. Alley Project Update – Kimberlee is encouraging the board to attend either of the 2 public meetings for West Side alleyscape to be held on Thursday morning or afternoon. Kimberlee and Chris showed a slideshow of the alleyscape plans to include anticipated work schedule and completion. They will talk about parking issues, crosswalks, lighting, trash enclosures on public or private property, and alleyscape incentives. The board stated having an input on the architectural plans and cost prior to approval to avoid any unforeseen increase/changes to material and labor cost experienced in the east side alleyscape.

8. NEW BUSINESS

A. DIP Requests

- i. 516 Main St. - Flavor of India – Damondeep Singh presented the need to replace the old gutter and install a heating (tape) system to avoid freezing. Total incentive cost is \$607.50.

Motion: Burbidge Austin moved to approve the application, Joe Perrotto seconded the motion. The motion passed unanimously.

- ii. 540 Main St. – Pumphouse – Tom Charles presented the need to replace 3 liter heads and painting the east alley wall and repair stucco. Total incentive cost is \$775.

Motion: Joe Perrotto moved to approve the application, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

- B. LDDA Incentive Criteria – Kimberlee shared the information sheet on Façade Grant and Mini Grant. The total existing incentive of \$109,974.78 includes the \$100,000 taken out of the store front campaign, FIP total \$250,000, alleyscape total \$100,000 on west side and signage total \$50,000. Proposed incentives were also laid out on the spreadsheet to be discussed at the board retreat. Kimberlee also had a questionnaire for the board surrounding incentives and approval protocols.

Incentive Questions for Board: ANSWERS FROM BOARD January 2013

1. **What should be the top priorities for funding through the DDA incentive programs?** Currently, we've identified the top priorities to be restaurants and food related businesses, arts & entertainment related businesses, and preservation/restoration of historic buildings.
 - a. **One board member felt that restaurants should no longer be a priority. We will get more information on this (sales tax, etc) for the future.**

Does the Board agree with these priorities or are there other types of development or improvements that should be considered for funding priority? Staff will develop a list of examples of each for the Board's input at the February Board Meeting and revise the list of eligible improvements as needed for each incentive program.

- a. **The board wants to see what comes out of the retreat, but there was a strong urging to pursue an anchor tenant – one that brings people in after 6 p.m.**
2. **Should the priority projects be eligible for additional incentive funding – such as a higher percentage of project total cost, or a higher cap on incentive funding?** If yes, staff will develop options for the Board's input at the February Board Meeting. Staff will also revise the FIP scoring system and catalyst definition as needed to align with Board priorities for FIP funding.
 - a. **Keep 25% the base and then increase from there**
 - b. **Revise the FIP scoring system**
 - c. **Better define catalyst, but keep open for interpretation**

3. What other types of information would be helpful for the Board as they review incentive applications? Should business financials be required for incentive applications above a certain amount of funding requested by the DDA? If yes, should the financial information be reviewed by a finance subcommittee of the Board?
 - a. **Require financials for requests of \$10,000 or above – including 3 years tax returns and business statements. Personal statements may be requested if needed.**
 - b. **Board will set criteria that they would like to Finance subcommittee to review**
 - c. **Finance subcommittee will consist of Jim Golden, Joe Perotto and Larry Stauss (each will sign a non disclosure statement)**

3. The DIP allows for funding of public improvements not related to a redevelopment project. Given the limited amount of DIP funding available, **should public improvement funding through the DIP be limited to those improvements related to an adjacent redevelopment project?**
 - a. **Yes. If the fund balance builds at some point, this can be revisited.**

4. **Should there be a limit to the number of incentive requests that can be made for a property over a period of time? Should there be an incentive cap for each property through the DIP?**
 - a. **No set criteria, but update the application to ask questions such as number of applications submitted in the past, amount of money given, etc. In the summary, list this as something that the board will take into consideration when reviewing applications.**

If an applicant asks for both DIP and FIP funding, should the potential total amount of incentives not exceed the total estimated tax increment generated by the TIF?

- a. **Yes, this should be an overall cap**
6. In the A&E Mini Grant, we talk about overall signage but have not specified criteria for anything other than Sandwich Board signs. We have two requests for permanent signage. **Should we mimic the Sandwich Board signage criteria? Should we have the placemaking committee set design guidelines for the Board to review?** (see back of sheet) – **Have placemaking committee set criteria**

Other items:

1. Staff recommends that the A&E Plan be referenced in the DIP criteria along with the Master Plan for Development and the Longmont Area Comprehensive Plan. **YES**
2. Staff recommends that DIP submittal documents should require information to ensure that all types of taxes are up to date for the property and not just business taxes **YES. Also ask for proof on insurance on building and business**
3. Staff will review how much DIP and FIP program detail is needed in the IGA versus separate program documents outside of the IGA.

4. Staff will review the current applications and update as needed to make the information match the IGA and needs of the Board.

Bring updated applications to board for approval

LDDA Permanent Signage Incentive:

- Mini Grant: \$3,500 or up to 50% of project – whichever is less
- Incentives can be phased until the property has reached the \$3,500 cap (i.e. can submit for a sandwich board and then come back in the future for another project if they have not reached the cap)

Scoring Factors:

Weighted scoring based on the following criteria:

1. Consistency with downtown design guidelines and signage code updates
 2. Amount of years in business /business lease term – a combination of 5 years (either years in business or lease commitment)
 3. Consistency with A & E placemaking recommendations – prefer projecting signs in pedestrian corridors
 4. Overall building consistency (ie: matching design for multiple entrances)
 5. Permanent upgrade to the building (will the sign be easily adaptable in the future for new signage or new businesses)
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C. 501 C 3 designation – Kimberlee proposed applying this to Downtown Longmont Community Ventures that would mirror similar organizations in Denver and Colorado Springs. The articles of incorporation were reviewed by LDDA lawyers specializing in non-profit organizations. The organization will have an expanded focus with more flexibility to the ongoing preservation and promotion of downtown Longmont. There will be a five-person board (two from LDDA) to be approved by the LDDA Board members. Two from the LDDA board members will consist of Sharon Smith-Eisler and Bob Goff. Burbidge will be in meetings and part of all the organizing. Kimberlee will follow up on Jim Golden to be a board member.

Motion: Alex Sammoury moved to approve the initial slate of Board members and direct staff to convene the first meeting. Larry Stauss seconded the motion, the motion passed unanimously.

D. Board Retreat Agenda – a copy of the agenda was given to the board. Kimberlee enumerated the agenda and expanded on each line item. Location of the retreat has yet to be determined. A board member suggested an empty store front.

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

10. **ITEMS FROM THE STAFF** - none

11. **BOARD MEMBER COMMENTS** - none

12. **ADJOURN** – adjourn 5:54 p.m.