

# Longmont Downtown Development Authority

Wednesday, October 23, 2024 Board Meeting

4:15 pm - 320 Main St.

**downtown.**  
LONGMONT

**creative**  
DISTRICT

**Present:** Chris McGilvray, Wes Parker, Kirsten Pellicer, Joe Perrotto, Jim Wardell, Shiquita Yarbrough

**Absent:** John Creighton, Ex-officio Member: City of Longmont, Jim Golden

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

**Guests:** None

## REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

### 1. CONSENT AGENDA

a. APPROVAL OF AGENDA

b. APPROVAL OF SEPTEMBER 25 BOARD MINUTES

**Motion:** Kirsten moved to approve the consent agenda; Joe seconded the motion. The motion passed unanimously.

### 2. BOARD AND EX-OFFICIO MEMBER COMMENTS

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

### 4. NEW BUSINESS

- a. Main Street Traffic Calming Goal Discussion: CDOT was open to the idea of Longmont exploring possibilities for Main Street traffic calming. Board reviewed Main Street exploration plan from City Council in 2010. Previous two-lane Main St. flow proposal did not meet CDOT requirement of maintaining capacity without adding mileage. Kirsten asked if today there is currently excess capacity with four lanes? What percentage of traffic would we need to overcome to make it feasible to maintain capacity? Does moving buses to Coffman help with this? Chris asked does Vision Zero plan affect this at all? Kimberlee has put together an overview of the goals from the 2010 plan and how this will help meet those and asked board what was missing. Jim W asked if this impacts our parking plan for downtown and public parking time limits or paid parking, especially along Main St. Kirsten asked if CDOT is interested in calming in general due to average speeds on Main St. being higher than speed limit. Chris asked what appetite from City Council and Planning staff is for this. Shiquita mentioned that one of the biggest concerns she's heard is where is that where is capacity going to go - will it impact residential streets? Funding is another question. Number one goal for the board is a better pedestrian experience in downtown. Will need to identify where calming efforts will begin/end. Jim W asked about the impact of pedestrian safety from the standpoint of bicycles, scooters, etc. being used on

sidewalks. Kimberlee added several points from this discussion to the goals sheet. Studies likely can't start until 2027 once the Coffman St. project is fully completed. Might be good to do a test over a summer to see what could work. Staff will get things in order and look at getting a consultant on board in the next year or so to begin planning.

- b. Signage Grant funds: Down to about \$800 in signage grant fund. Need to allocate additional funds from Construction fund for future signage grants.

Motion: Kirsten moved to add \$10,000 to the Incentive Fund to be used for Sign Grants; Jim W seconded the motion. The motion passed unanimously.

## 5. OLD BUSINESS

- a. Retail Study Follow Up: Met with retail businesses and Retail Consultant gave presentation to them as well. Jim W attended and mentioned difficulties with staffing and burnout affecting ability to extend business hours, and each business being different. Downtown visitors have come to believe that few businesses are open at night, and we need to work on re-training them with later business hours. Need to give people a reason (stores open) to come down later at night. Lots of discussion about how to incentivize businesses to stay open later. Kirsten suggested possibly trying to draw traffic on Sundays and/or evenings in the future, but need to have critical mass of businesses open so attendees aren't underwhelmed. Some other takeaways from the Retail meeting: 1) retailers were turned off by the simplistic calculation from the consultant's presentation, 2) many retailers felt like they were destinations rather than they would benefit from increased foot traffic, 3) some retailers feel removed from the downtown district (or Main St.) and its foot traffic.

- 1. Main Street Painting: we have infrastructure replacement fund that can fund repainting of City-maintained infrastructure items throughout downtown (benches, bike racks, trash cans, light poles, etc.)

Motion: Joe moved to approve up to \$70,000 for asset repainting projects; Jim W seconded the motion. The motion passed unanimously.

Kimberlee would also like to explore reimagining the Clean & Green event to be more of a façade update event - allocating resources to businesses to clean awnings, pressure wash facades, repaint things, fix signage, etc. Chris suggested having different focus areas and priorities quarterly or semi-annually to capitalize on bulk discounts from laborers to do the improvement work. Joe suggests starting to begin retail study implementation work ASAP, not waiting until the retreat next year.

- 2. Holiday Update: working on "Holiday Central" plans for holidays. Staff is doing one-on-one meetings with businesses to discuss holiday collaboration participation. Staff is working on increased programming every Saturday from November 9 - December 28 as well as

increased marketing & outreach. Winter Passport launches Nov 9 w/ musicians & street buskers. Nov 16 “Fall al Fresco” sidewalk sale & street market. Nov 23 Holiday Plaza Lighting. Nov 30 Small Business Saturday & Santa Crawl. Dec 7 Ice Carvings & Photo opportunities. Dec 14 Holiday Parade, 300 block party & 2x Passport Stickers. Dec. 21 Winter Solstice Celebration. Dec 28 Roaring 20’s Costume Crawl & 20% discounts. Shiquita asked if we’ve had a “senior day” - this might be something that would be successful. Jim W mentioned strategic places to advertise - gyms & rec centers are good places to advertise to seniors in the morning.

## 6. LONGMONT CREATIVE DISTRICT UPDATE

- a. Focusing work on January Creatives Retreat. Working on promoting arts in the downtown and bringing people downtown as a result. Coordinator has been doing a great job building relationships with creatives & creative organizations.

## 7. FINANCE REPORT

- a. TIF update: Jim G has successfully negotiated the TIF discussion with the state - LDDA will be receiving roughly \$500,000 increase over last year and each year forward in revenue that wouldn’t have come to LDDA otherwise.
- b. 2025 positions/budget:
  1. Posted an open staff position this week - Community Engagement Coordinator (full time). Would like to come back to the board for another position for 2025 for additional staff support & admin work.
  2. May need to do an extra appropriation in funds - Elks Permits reimbursement and increase in rent/NNN. Original PO does not cover this increase. There is money in our fund balance to reappropriate.
  3. LDDA office lease is up August 2026. May look at alternative spaces & options.

## 8. EXECUTIVE DIRECTOR’S REPORT : Arson at 464 Main St. 6:15pm someone used a lighter to light a door display on fire. No injuries. Police have identified the suspect.

- a. Development Update:
  1. Met new owner of 380 Main St. & assistant - working on cleaning up and remodeling interior. Discussed grant process with them. Aiming to be open by January. Pharaoh’s Billiards moving from Superior.
  2. Spoke with Winchell’s contractor - aiming to be done with construction by beginning of December.
  3. Granary on track for Q1 2025 finish.
  4. Pelo’s deli passed plumbing inspection and has permits. Aiming for end of 2024.
  5. Red Cedar Bistro had a hiccup on one inspection but hoping for November 12 open.

6. Got a full tour of 301 Main St. with owner and City Manager with possible mentor/developer. LDDA had talked about being the lead applicant on a grant for that historic building. Staff will get pricing for hiring a grant writer for historic preservation grants for exterior.
7. Hotel is on track and continues progress
8. Coffman St. project is moving forward

b. Microtransit Update

1. Will be called RIDE Longmont - December 9 launch date. LDDA funds will extend weekend night hours through December. Another good use of funds might be to shuttle Ice Climbing attendees to downtown in February 2025.

c. Strategic Goals Update

1. Got feedback from downtown business owners at block-by-block meetings as well as our Downtown Residential Advisory Committee
2. Overwhelmingly results showed that respondents thought Downtown has improved either somewhat or greatly in the past 5 years. Biggest needs identified were more people visiting, focus on Economic Vitality & Connectivity, extending the vibrancy to 18-hours/day, 7 days/week, business owner support, clean & safe maintenance, street enhancements, and creative & culinary business development. Identified other voices needed (Latino businesses, downtown residents, general public/visitors).
3. Board felt like questions asked were good. Shiquita mentioned that there has been a significant increase in Spanish-speaking residents in the City and need for additional translation/interpretation services. Longmont is largest Spanish-speaking population in Boulder County. Action plan is usually discussed at November meeting, but Chris suggested pushing this back to January due to extremely busy holiday season. Board agreed.

d. 600 Main Update

1. Construction lease is finished, they will be grading/resurfacing the surface. Working on additional holiday lighting/decoration for the lot. Hoping to potentially have a Christmas tree lot or other holiday activation there. Met with local architect to discuss possibilities and ideas for the space and especially short-term activations. Possibly use parklets, astroturf, solicit ideas and feedback from public about the space. Board is comfortable with staff working with architect on a short-term plan up to \$10,000. Will do some temporary murals on the boarded-up building (to prevent break-ins).

9. ITEMS FROM STAFF - none

10. BOARD MEMBER COMMENTS

- a. Jim Wardell - Day of the Dead event led to full parking garage at The Spoke which is great.

- b. Wes Parker - attended mid-north Main Street business meeting today - was very interesting to hear that their challenges are similar to what we have here, but less continuity in their approach. Interested in a different name for the central sub-district of downtown.
- c. Shiquita - will be going to Tampa with City Council for National League of Cities 100 year anniversary. Good opportunity to learn more. If LDDA board has any questions or comments that you'd like Shiquita to pose while she's there, she's happy to. Nov 13-16, 2024.
- d. Chris - next month is the election. Going to be a very emotional time for the community. Be mindful of that. Seems like folks are on edge. Be aware of surroundings - lots of passionate people expressing opinions.

11. **ADJOURN 6:15 PM**

Jim W moved to adjourn the meeting, Wes seconded the motion. The motion passed unanimously.