

Minutes
LDDA Board Meeting
528 Main Street, Longmont, CO 80501
October 24, 2012 – 4:15 PM

Present: Bill Sawyers, Sharon Smith-Eisler, Alex Sammoury, Robert (Bob) Goff,
Larry Stauss, Burbidge Austin, Joe Perrotto, Ex-Officio Member: City of Longmont, Jim Golden

Absent: None

Guests: Scott Spears 508 Main St., Sara Carrillo 301 Main St., Nafe Kudsı 502 Main St., Debbie Karle 346
Main St., Burden, Inc.: Cotton Burden, Keith Burden, City of Longmont: Brien Schumacher, Chris
Huffer, Times Call; Tony Kindelspire

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

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

Motion: Burbidge Austin moved to approve the September 26, 2012 Board Minutes (misspelled names have been corrected prior to approval), Joe Perrotto seconded the motion. The motion passed unanimously. Bill Sawyers abstained due to his absence.

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

6. EXECUTIVE DIRECTOR REPORT

A. You Belong in Downtown for the Holidays . Kimberlee informed everyone that to date there are 18 submissions from merchants who will partake in the campaign. Holiday Activities scheduled thus far:

1. Tree lighting - Friday, Nov 23rd
2. Small Business campaign thru AMEX - Saturday, Nov. 24th
3. 20-pc. U.S. Army Band to play at different areas around downtown - Dec. 1st
4. Holiday Parade - Dec. 8th

LDDA is looking at making this more interactive with downtown merchants. LTC and LDDA are partnering that day and will hold two concerts in the theater that evening featuring Faceq an Acappella band which is popular to younger listeners.

B. Parking Committee . plans to make parking timing around downtown more consistent. Currently, timing ranges from 30 minutes to 3 hours. Kimberlee met with the traffic engineer as well to discuss current situation. He suggested cross referencing plans with the existing parking study. Kimberlee will narrow down timing and report back to the LDDA board and get feedback.

C. Council Retreat Agenda Items . Jim Golden requested to get these items from the Board next week. Alex mentioned one item could be the expansion of the Boulder County offices which ties in with the TIF discussion. Bob also brought up loss of taxable buildings such as the (former) Butterball building. The retreat is tentatively scheduled in April or May. Kimberlee will put an agenda together based on discussion at today's meeting.

Bicycle Longmont . Kimberlee informed everyone that the organization received an invitation to bid on a pro-cycling tour which will come through the state of CO. The deadline is in the middle of November and they are trying to find partners in conjunction with the cash commitment. The program runs for a week which is scheduled at the same time as Festival on Main on Friday, Aug. 23rd. Kimberlee has been invited and will join the Bicycle Longmont committee. Should the tour come through Longmont sometime during the week of August 18th, FOM could be moved to accommodate the tour schedule. This tour draws a big audience and it would be good for Longmont. Everyone is in favor of scheduling FOM and the tour at the same day.

7. OLD BUSINESS

A. Alley Project Update (Chris Huffer and Del Rae) . Chris updated everyone that overhead

poles in the 500 block are out, concrete left from it will be patched, breezeway light poles and banner poles will be installed week of Nov. 5th which should finish up the 400 and 500 block. South half of 300 block will finish tentatively on December 8th. Chris anticipates putting up arches back in the spring of 2013.

a. Alley Incentive Updates . Kimberlee informed everyone that few businesses in the East side have expressed going over budget with their work and are interested in re-applying to cover the cost. The application deadline is in November. Kimberlee stated that there is money left-over from the lights and planters allocation which was not used. These can be used to compensate the merchants. At least 3 more merchants have expressed first time application which Del Rae will follow up with. Bob and Larry are in favor of compensating the merchants the second time around. Alex suggested giving first time applicants a priority and then use what's left over for second time applicants. Consensus was to re-evaluate the value of work of applications after the deadline in November and figure out what is left for additional incentive proposals. LDDA will follow up with merchants who are planning to re-apply and figure out overall cost and report back to the board. West side will simulate the rules for east side.

8. NEW BUSINESS

i. Incentive Allocations . as part of the strategic plan, \$300,000 was allocated in the store front campaign. Most of it is still available to date. The DIP sheet distributed to everyone in the meeting showed an increase in the fund requests. The recent requests are mostly taking over store fronts and Kimberlee suggests \$100,000 of the allocation be used for future allocations on empty stores.

Motion: Larry Stauss moved to take out \$100,000 from the \$300,000 allocation for empty store front campaign and move this to a fund for future DIP-like requests. Burbidge Austin seconded the motion. The motion passed unanimously.

B. 508 Main DIP Application . Scott Spears of Scrumptious, presented his application for a store façade Improvement, electrical upgrade to accommodate production of ice cream and candy and to add seating in and outside of store.

Motion: Burbidge Austin moved to approve the whole amount of DIP request at \$22,175, Larry Stauss seconded the motion. The motion passed unanimously.

C. Alley Incentives

i. Winchell's Doughnuts . Nafe Kudsi presented his application for a re-work on the parking lot behind his store to include increasing the size, striping, and asphalt application.

Motion: Joe Perrotto moved to approve the \$1,995 incentive application, Larry Stauss seconded the motion. The motion passed unanimously.

ii. Used Book Emporium . Debbie Karle presented her second incentive application to cover for painting that was not included in the first application. The cost of work is \$77.

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

D. Roosevelt Park Apartments - Cotton & Keith Burden

i. FIP application approval - Brien Schumacher presented the Formal Application Approval of the project. Final review of design took place in September. FIP application requirements include review of criteria and standards, scoring for the project (55 pts), projected tax increment, eligible improvement analysis, and availability of funding. Estimated cost of components:

a) Façade Improvement \$1.17M,

b) Tax revenue over 20 yr. period \$1.38M,

c) Development agreement approved in April not to exceed \$1.03M assuming above components do not exceed the said amount.

Motion: Burbidge Austin moved to approve the application with the criteria stated by Brien, Bob Goff seconded the motion. The motion passed unanimously.

Ground breaking of the project is schedule on November 13th at 10 a.m.

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

10. ITEMS FROM THE STAFF - None

11. BOARD MEMBER COMMENTS . Alex informed everyone that Kimberlee, Jim and himself met with Don Haddad and Terry Schuler from the SVV School District regarding the proposed mill levy increase. Should this pass, they want the override mil levy of approximately \$65,000 per year to go to the district. LDDA will still be collecting the yearly tax and refund it to the district. The current mils will stay with LDDA. They also discussed the possibility of identifying joint projects that would benefit both downtown and the school district

as well. This could include future downtown improvements resulting in property value increase. A long term investment and partnership with LDDA would be beneficial to the district.

Kimberlee told everyone that the meeting for the election is held tomorrow at 4 p.m. Everyone is invited to come.

12. **ADJOURN** . meeting was adjourned at 5:14 p.m.

Respectfully submitted by:

Kimberlee McKee
LDDA Executive Director

Bill Sawyers
Chairperson