

Present: John Creighton, Chris McGilvray, Wes Parker, Joe Perrotto, Jim Wardell,

Absent: Ex-officio Member: City of Longmont, Jim Golden; Kirsten Pellicer, Shiquita Yarbrough

Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Colin Argys; 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: Wes Parker moved to approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the October 25, 2023 Board Minutes: John Creighton moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

6. INCENTIVES

TIF Extension

Board discussed the recent extension of Tax Increment Financing collection beyond 50 years. With this change, what is the right amount of time to project out TIF for our TIF Investment Program.

Motion: Joe Perrotto moved to add to the TIF Program documents that TIF projections will be calculated up to 25 years or the remaining life of the TIF. John Creighton seconded the motion. The motion passed unanimously.

Motion: Wes Parker moved to approve the board to reserve the right to extend the amount of years projected for the TIF program on a case-by-case basis. Jim Wardell seconded the motion, the motion passed unanimously.

7. NEW BUSINESS

- a. Holiday Update

- i. Vacant store front initiative - Local artists designed 'bright and cozy' banners to install on vacant store fronts for the holidays. TinkerMill is also installing interactive lights on 380 Main storefront.
 - o John suggested bringing in construction companies to keep site visibly pleasing during construction. He also suggested creating a road map for community awareness of developments and constructions in downtown.
 - o Holiday open house was steady, winter passport program is going well.
 - o Jim W. shared that Veteran's parade brought people from outside of Longmont and were impressed with the event and audience turnout.
 - o Plaza Lighting is on Sat, Nov 18, 2023.
 - o SBS will have roaming characters.
 - o LDDA Holiday hours - closed Dec 25-27, 2023; January 1, 2024

8. OLD BUSINESS

- a. 2024 Events and Goals Update

Retail and restaurant owners meeting was held on Nov. 6 with good feedback from attendees. A retail tasting wine license is available for businesses to apply. A follow-up meeting is scheduled January 2024.

- b. Parking - Change for Spoke

BCHA proposed a 50% split on carrying cost on their parking spaces for public use. John and Kimberlee plan to meet again with their staff and ask for fee to be waived.

c. Micro transit shuttle update

GEM e6 vehicle could be a consideration for a shuttle to go around downtown.

Wes Parker asked about performance in snow. Several other question regarding warranty, service, replacement battery, etc.

Kimberlee will look into more information about the vehicle and explore more options.

9. LONGMONT CREATIVE DISTRICT UPDATE

Joe shared sponsorship program, artist retreat on Jan 26, 2024, grant options and year end fund raising for 2023.

LCD renewal is due soon. Kimberlee would like to continue the program with a different point person. Could LDDA help fund a part time employee to handle the day-to-day activities? Board was supportive of that. Jim W asked how much time would a person work? Possibly 10-20 hours/week.

Kimberlee will put together a proposal of what this position would look like.

10. FINANCE REPORT

October looked good.

11. EXECUTIVE DIRECTOR'S REPORT

a. Development Update

Granary is applying for TIF and will present designs at next month's board meeting. They will present financials in January 2024 board meeting.

Several constructions (city and businesses) in downtown will happen in 2024. DDA staff will manage communication on progress and timelines.

An out of town developer has the former Jesters space under contract and would like to discuss a project on the entire Slope project site.

Kimberlee will leverage retail and restaurant meeting feedback in January towards creating a 5-year plan based on the master plan.

December board meeting is scheduled on Dec 20 and will have incentive applications prior to lunch.

12. ITEMS FROM STAFF - Plaza lighting and SBS coming up.

13. BOARD MEMBER COMMENTS -

John is really happy with midblock crossing lights.

Joe and Jim W. think vacant store front initiatives are great.

Wes shared Miracle on 4th is on Nov 19.

14. ADJOURN

Motion: Wes Parker moved to adjourn the meeting at 5:30 pm, John seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA