

Longmont Downtown Development Authority
Wednesday, November 17, 2021 Board Meeting MINUTES
4:15 p.m. 320 Main St. – LDDA Office
(Fully vaccinated facility. Proof of vaccine must be presented.)

Present: John Creighton; Ex-officio Member: City of Longmont, Jim Golden; Marcia Martin; Chris McGilvray; Wes Parker; Kirsten Pellicer; Joe Perrotto;

Absent: Jim Wardell

Guests: David Starnes (CIVISTRUCT), Jessica Erickson (LEDP), Jodi Mowery (Landline Doughnuts), Emmalee McDonald (LPM)

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

1. Regular Meeting called to order and silent roll taking
2. Board & Ex-Officio Member Comments – none
3. Approval of the Agenda

Motion: Wes Parker moved to approve the agenda, Kirsten Pellicer seconded the motion. The motion passed unanimously.

4. Approval of the Minutes

Motion to approve the October 27, 2021 Board Minutes: Joe Perrotto moved to approve the minutes, Kirsten Pellicer seconded the motion. The motion passed unanimously.

5. **Public invited to be heard (5 minute max per speaker)** - none

To join public invited to be heard virtually, please email ldda@longmontcolorado.gov for Zoom link.

6. Incentives

Landline Doughnuts

Jodi presented her applications for 3 grants with a total cost of \$30,000. They plan on keeping the integrity of the building interior. Timeline to open is in March 2022. Most of the grant will go to Fire suppression, kitchen hood and sprinkler system.

John welcomed Jodi to downtown.

Chris asked about impact to downtown in regards to revenue and job creation. She plans to hire 6-10 people and is positive about selling a lot of potato doughnuts and meeting the demands. Business should be busy especially during the weekends. They anticipate their following from the Broomfield area to come to Longmont.

3 grant applications:

Retail Conversion Grant – \$ 15,000

Façade Grant - \$10,000

Residential Grant - \$5,000

Motion: John Creighton moved to approve all 3 grant applications totaling to \$30,000, Joe Perrotto seconded the motion. The motion passed unanimously.

Marcia arrived at 4:28 pm

7. New Business

- a. Tactical Management Assessment Report Presentation

David gave a presentation from his research in Longmont and surrounding communities highlighting understanding of project abandonment. As outlined on his documents and presentation, his research included analysis of entitlement process and length of time involved. He also covered key tasks, observations, strategy, key takeaways, assessment and recommendations helpful to aligning policy and process with Longmont’s vision.

Two projects shown for Multifamily Residential Project Entitlement Comparative Analysis were the Spoke on Coffman and Patina Flats in Loveland. Loveland project was expedited to break ground in 8 months. The Spoke process took about 15 months. Loveland project had a dedicated Lead Planner + additional staff to manage and coordinate project from the beginning to end. Both were private/public partnerships.

Kirsten asked about timing between 2 projects – both had similar timing

Kimberlee pointed out that a Tactical Development Review Team is very important to the process that could benefit the City and key organizations involved.

Joe asked how communities get staffing appropriately for the review process. Funding is a factor and possibly a review planner per capita. Loveland has more development review staff than Longmont. Recommendation is to get help.

John asked about impact on hiring review consultants. Currently, City of Longmont would outsource to third party which could cost more and becomes a lengthy process.

Joe added that familiarity to the environment is important.

Chris asked David's thoughts on impacts on inclusionary zoning ordinance. Jessica cited a project in 2018 that was in process and midway was informed of the changes lowering the mid-tier affordability price point. The project was then abandoned due to potential risk presented. There is a new group formed (Prosper Longmont) to advocate for policies and processes that would make it feasible for City to put policies and program for workforce attainable housing beyond the inclusionary housing so that the rules between the two don't get mixed up.

Kimberlee added the addition of staffing of a lead staff is a great recommendation to get clarity and certainty on projects. Her experience with meetings around these do not give clarity on decisions, solutions and next steps, small projects and big projects.

Motion: Joe Perrotto moved for the Board to accept the report and consider tactics moving forward, Wes Parker seconded the motion. The motion passed unanimously.

8. Old Business

a. Development / Project Update

- i. Annexation – 2 more properties north of Longs Peak Ave. have reached out to Kimberlee for annexation. Kimberlee will continue conversations with them and stakeholders for possible annexation. Possible recommendation to City council would happen in January 2022.
- ii. Lighting on Coffman sidewalk – LDDA will not pay for it, City will invest.
- iii. Dickens Patio – A strip of brick was taken off to see if concrete was compromised and will continue work.

9. Financial Update

A&E expenses for holiday collateral will start showing through in the next couple of months.

10. Longmont Creative District Update –

SCFD funding status requires non-discrimination statement enclosed in the packet. Two changes recommended by the LCD Board were ethnicity and community. Kimberlee read the whole statement to the LDDA Board.

The Longmont Creative District does not discriminate against any person or organization based on age, race, ethnicity, sex, color, creed, religion, national origin, sexual orientation, gender, transgender status, gender identity, gender expression, ancestry, marital status, veteran status, military status, political service, affiliation or disability. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, artists and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, stakeholders, volunteers, subcontractors, vendors, clients and community.

Motion: Kirsten Pellicer moved to adopt the non-discrimination statement as read by Kimberlee, Joe Perrotto seconded the motion. The motion passed unanimously.

Window Murals – 14 buildings identified with current businesses funding their murals and LDDA will fund vacant store fronts

Artist Sunday – local artists will sell inside of existing businesses

Bricks Retail Miracle on 4th Ave. was successful and brought business to downtown.

11. Executive Director Report -

- a. Holiday Office Schedule – LDDA office will be closed at noon on Nov. 24, and all day Dec 24, 27 and 31st
- b. Parking – Kimberlee met with Glen, Joni and Phil. The LPR is currently broken and will need to invest for a new system. Conversations will start next week on next steps regarding equipment and software.

- c. Shared space licensing with Visit Longmont – Kimberlee talked to Chris and Joe and may increase rent to \$ 1,700/mo. when new lease is terms are due. The LDDA will continue billing them as expenses arise on equipment, supplies, maintenance etc. Joe suggested adding a 90 day termination clause. Both organizations will work together to fit needs.
Motion: Kirsten Pellicer moved for Kimberlee and Joe to continue writing new terms and lease amount, Wes Parker seconded the motion. The motion passed unanimously.
- d. Processing fee – Gift Card process and shipping fee to increase to \$2.50 per gift card starting immediately.

Emmalee left at 5:24 pm

12. Items from Staff

Colin updated the vaccine and mask order for WWMS.

Marcia asked for clarification – all artists vaccinated, venue not verified – artists no mask, 12’ away from audience, audience masked

Start 5:26 pm

13. **EXECUTIVE SESSION for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402(4)(e). (Possible Hotel Development)**

End 5:49 pm

14. Board Member Comments – Chris mentioned City Council’s meeting update on COVID last night about a possibility of going back to remote meetings. He asked everyone if meetings should be back to remote. John commented that he is comfortable with in-person meeting. Everyone agreed with John. Anyone can join in-person or via ZOOM. Messaging from the LDDA needs to be clear with the possibility of pandemic arising again.

December board meeting will be on Dec, 15, 3rd Thu. Place TBD due to scheduled Executive Session.

Marcia shared that the City of Longmont is at the beginning of considering using high end manufacturing as a recruiting aid for jobs which could potentially get people to move to Longmont. Future downtown employees could live within the peripheral of the City to help reduce traffic congestion in downtown.

15. Adjourn

Motion: Wes Parker moved to adjourn the meeting, John Creighton seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA