



DRAFT MINUTES

LDDA Board of Directors

528 Main Street, Longmont, CO 80501

November 20, 2013 – 4:15 PM

Present: Bill Sawyers, Joe Perrotto, Burbidge Austin, Larry Stauss, Sharon Smith-Eisler, Bob Goff
Absent: Ex-officio Member: City of Longmont, Jim Golden
Guests: Jennifer Walter, Morgan Dalton, Lori Jones, Bridget Cole, Times Call: Tony Kindelspire; City of Longmont, Brien Schumacher
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: Larry Stauss moved to approve the agenda; Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. Motion to approve the October 25, 2013 Board Minutes – Joe Perrotto moved to approve the minutes; Sharon Smith Eisler seconded the motion. Bill Sawyers abstained from voting due to his absence. The motion passed.

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

6. FINANCE REPORT – there was no financial report from Jim Golden. Kimberlee will email it once received. DIP sheet was shared.

7. EXECUTIVE DIRECTOR REPORT – Downtown Colorado Inc. will facilitate the stakeholders meetings on Dec. 2nd and 3rd. Kimberlee asked the board members to invite business and property owners in the LDDA district. The LDDA Board will meet with DCI at 3p.m. on December 2nd, then facilitators will do a tour at 4 p.m. Meetings for both days will consist of 4 focus groups according to their geographic locations within the district. Topics will include uniqueness of each area, Longmont Downtown (past, present and future), LDDA offerings (services and communication). A meeting with City Council and County Commissioners will take place on Dec. 3rd.

Downtown Ventures Board met earlier today and talked about next steps. Bob Goff gave \$500 towards the Longmont Theater marquee LED lighting as a first project. Eric Hosempa was in the meeting and directed the board to several funding resources. The board plans to do a fund-raising, form a committee and identify projects. The board will help facilitate the theater's proposal for funding towards the marquee lighting.

A&E district will share the marketing and work plans at the next meeting. The A&E committee, Downtown Ventures Group and LDDA board will have a joint retreat early next year. Kimberlee will present several dates for the retreat at the next meeting.

Light pole painting should be done this year. Holiday tree will be lit during the tree-lighting event on November 29th. Holiday ArtWalk is scheduled on December 14th as an addition to the holiday parade event. So far 17 merchants have participated on the ArtWalk event.

Kimberlee met with Envision Longmont who is looking for performing arts and artist-live-work spaces downtown. Their mission is to create affordable housing for artists. Kimberlee also visited the Loveland Feed and Grain which is being turned into an artist-live-work space. A feasibility study has been started in Aurora and they plan to come to Longmont after that.

Kimberlee proposed to have a meeting with Envision Longmont to get an overview of their space conversion process, discuss downtown revitalization, and look at opportunities for a feasibility study in Downtown Longmont. She will share more information at the next meeting. She also asked the board if they would be interested to meet with Envision Longmont. They all agreed to move forward with Kimberlee's plans.

Kimberlee advised everyone that the 4th and Terry group will present their application in its entirety at the next meeting.

8. NEW BUSINESS

A. **331 Main** – Aime's Love LLC owners, Jennifer Walter and Morgan Dalton presented their application for façade and hood in their bakery. Total cost for **1)** facade application is \$4,000, and **2)** hood application, \$36,550. Total cost of both is \$40,550.

Motion – Burbidge Austin moved to approve 50% or \$20,275 of the facade and hood application. Bob Goff seconded the motion. The motion passed unanimously.

B. **512 4th Ave** – Bridget Cole represented North 4th LLC for their façade application for \$4,460.25.

Motion: Joe Perrotto moved to approve the façade application for \$4,460.25; Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

C. **425 Main** – Avocet Communications, Lori Jones, presented their façade application for \$997. Their second application is for siding removal and safety lighting on back of building. Two bids for the second grant application are pending currently. Kimberlee will review both bids and approve the application of \$237.50.

Motion: Joe Perrotto moved to approve the façade application for \$997 and \$237.50 pending bid review and approval by Kimberlee. Larry Stauss seconded the motion. The motion passed unanimously.

9. UNFINISHED BUSINESS

Signage Incentives – a proposal has been put together with 100,000 taken out of the 2011 allocation for the A&E funding of \$500,000.

Incentive limits:

- \$3,500 or up to 50% of the project whichever is less
- Additional 10% allowable for embracing designs tips / overall sign plan
- Cap lifted off for any marquee type signage
- Incentives can be phased by project until \$3,500 limit is reached
- Incentives can be combined with DIP or FIP

Parameters:

- Follow downtown sign guidelines and all City codes
- A sign plan that is professionally designed
- Signs should be easily updated/changed as business change
- Incentives will be granted primarily for design that stays with the property – electrical, fixtures, hardware
- Awnings and canopies incentives moved from DIP to signage incentives with 50% allowance
- Professional Design services and installation cost for signs that stay with the property will also be reimbursed accordingly

Incentive dollars cannot be used for window signs, temporary signs and sign face.

Sandwich board is still allowed.

The Board agreed to the above limits and indicated that cap of \$3,500 should be per business with 10% allowable added incentive.

Kimberlee asked the board if LDDA should ask the City to put signage permit to the IGA in 2014 where funds go into DIP. Everyone was in agreement to do it.

Brien shared that the signage guidelines and code amendments will go to Planning Commission Board in December who then makes a recommendation to the City Council in January 2014. The DDA Board will put together a Sign Advisory Committee to review and comment on sign applications. Based on comments, Kimberlee can approve the application after soliciting comments or recommend a schedule for a meeting with the Design Review Committee. The LDDA Board can also review and approve/disapprove application. Criteria for design variances and hardship will also be put together for use by the Sign Advisory Committee. Committee will meet regularly (twice a month) or as needed.

Motion to approve the signage incentives – Larry Stauss moved to approve the signage incentives as proposed; Burbidge Austin seconded the motion. Bob Goff opposed. The motion passed.

- 10. **PUBLIC INVITED TO BE HEARD** – none
- 11. **ITEMS FROM STAFF** - none
- 12. **BOARD MEMBER COMMENTS** - none
- 13. **ADJOURN** - 5:15 p.m.

Respectfully Submitted by:

Kimberlee McKee
Executive Director, LDDA

Bill Sawyers
Chairperson, LDDA