

DRAFT Minutes
LDDA Board of Directors
528 Main Street, Longmont, CO 80501
May 22, 2013 – 4:15 PM

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

Absent: Bill Sawyers, Larry Stauss

Guests: City of Longmont; Brien Schumacher, Chris Huffer, Erin Fosdick

Staff: Executive Director; Kimberlee McKee, 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: Alex Sammoury moved to approve the May 22, 2013 agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. Motion to approve the April 24, 2013 Revised Board Minutes

Motion: Burbidge Austin moved to approve the revised minutes, Joe Perrotto seconded the motion. The motion passed unanimously.

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

6. FINANCE REPORT

A. Future budget discussion

Top priorities for TIF dollars – board agreed on following:

- Streetscape and infrastructure projects – maintain current and add in other places.
- Public-private partnerships
- Building facade renovations – merge with historic preservation and focus investments around it.

Kimberlee cited that LDDA's role should be on the brick and mortar aspects including facades and historic preservation of downtown. LDDA can support the arts organization with events but not run it in full scale.

(Bob Goff came in at 4:20 p.m.)

Marketing strategy – funds are currently used on events, advertising, social media, newsletters, graphic design and retail marketing. Kimberlee proposed combining A&E District funds with marketing funds.

With the decrease of TIF dollars occurring, the board had a conversation on how to utilize the existing dollars, including:

- Business recruitment focusing on anchor tenants – LDDA to assist with new/prospective tenants in connecting them to downtown buildings that are available. Suggestions from the board to increase awareness and potential businesses in downtown Longmont:
 - Working with real estate agents and landlords
 - Web sites such as the LACC, LAEC, Visit Longmont and City could put up information and photo of available properties in Longmont
 - Open-house events by realtors
- Events – Kimberlee would like to see LDDA supporting current, new and future events, not running or creating new ones. Space is crucial in downtown Longmont to be able to extend length of event.
- Maintenance of infrastructure – Kimberlee has met with several City Departments to look at funding with on-going maintenance. LDDA has an estimated \$2.4 million of assets currently. A 30-year life cycle maintenance estimate is \$3.7 million for up-keeping as needed. As LDDA is negotiating with City Council for their portion of TIF dollars in 2014, it was suggested that half of the 50% of the city's TIF could be designated by the LDDA for future infrastructure maintenance. Everyone was in agreement that would be a good use of TIF dollars to invest in infrastructure maintenance over time.

Mill levy – If LDDA were to ask the City Council to approve taking the current mill levy back to 5 mills (\$62,000) and if council approved it, what specific use of funds would the Board like to see? Top priority examples Kimberlee raised include reviewing staffing models to match with future priorities; making temp staff permanent, maintenance outside GID; taking burden of marketing funds off TIF dollars. Board members feel marketing dollars are still important. Marketing tools and measurements would help identify if dollars are used well.

(Jim Golden came in at 4:30 p.m.)

TIF allocations for certain projects – three items Kimberlee proposed switching:

- A&E dollars set aside for consultancy (\$25,820.00) - Kimberlee proposed moving the A&E balance to A&E District fund.
- Theater project – undesignate dollars
- Storefront campaign (\$197,757.25) – move it to FIP budget which will increase to approximately \$450,000.00.

Motion: Joe Perrotto moved to approve the switching of funding of the 3 items above, Alex Sammoury seconded the motion. The motion passed unanimously.

Kimberlee mentioned that she identified 3 Subcommittees to move forward with the budget.

7. EXECUTIVE DIRECTOR REPORT

A. Fourth & Terry – the owners are asking for reduced fees in the amount of \$94,000. The city will also consider how they can assist. LDDA will roughly get back \$60,000-\$68,000 in DIP fees, which is the gap the developer would like to have filled. Brien Schumacher roughly estimated TIF increment would increase to \$11,000 annually. Kimberlee asked the board for direction on how they would view this in terms of a monetary incentive in the future. The board thinks the project will improve property values and investing in it is worth it. A formal application and financial statements will need to be reviewed before any decisions can be made.

- B. A&E District – Arts Administration group will be the steering committee. Film series was discussed and identified. The Firehouse asked the LDDA to sponsor the 3-day event. As a film sponsor, LDDA would fund \$1,000.00. LDDA will contribute \$500.00 to this event and the on-going film events. The board suggested The Firehouse charge admission to raise money and see if they can match the dollars LDDA provides. Kimberlee will talk to them about the suggestion and discuss self-supporting avenues in future events.

FOM sponsorship – Kimberlee asked the board to pass the word.

Dismount Zone – moving forward with plan as voluntary, not enforced. Signs at entry points will go up in June.

8. UNFINISHED BUSINESS

Alleyscape Update – Chris Huffer updated everyone that the east side is being finished, Los Arcos should be installed this week, AIPP is painting the Los Arcos, wrap up and closing of contract should finish end of June.

West side – Design and schedule proposal still in the works. The recent proposal was not acceptable. Chris is continuing to work on resolving these issues with designers. Chris and Del Rae met with 300 and 400 block businesses. They are also discussing trash enclosure with property owners. There is a possibility that work will commence on 300 block only this year.

9. NEW BUSINESS

CIP Update for budget – Kimberlee stated that CIP needs to be revisited.

DR-23: Funded for \$10,000 during alleyscape and \$30,000 per year for maintenance and improvement to the parking lots. Kimberlee recommended adding \$30,000 to 2017 and 2018 budget to be funded through the parking fund.

DR-24: Un-fund the Longmont Theatre project which has \$305,000 and remove from the CIP.

Add DR 27: Funding for entry banner poles to be located at downtown gateways. Cost for whole project: \$80,000. This CIP will currently be unfunded.

Motion: Alex Sammoury moved to approve the changes to funding as stated above, Burbidge Austin seconded the motion. The motion passed unanimously.

Land Development Code for (micro) breweries, distilleries, wineries and tasting room – Erin Fosdick shared a table of the Proposed Amendments and spoke for Economic Development who has been approached from businesses regarding opening smaller scale breweries and distilleries. Currently, there are no provisions for smaller scale breweries. They started research, outreach and got direction from City Council. Proposed amendments will be taken to the Planning Commission for recommendations and ultimately will go back to the City Council.

Erin asked the board for feedback. A questionnaire was distributed for everyone's input.

1. Yes, the board was in support of updating the code to allow these types of business in Longmont.
2. No, they have no concerns about allowing these uses in commercial zoning districts in addition to industrial zoning districts.
3. No, there were no concerns about these uses being located near residential areas.

4. Feedback - Kimberlee added that craft brews are popular right now. Brewery without tasting room would fall into the industrial space use.

The LDDA Board members support the plan.

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

11. ITEMS FROM THE STAFF - none

12. BOARD MEMBER COMMENTS – new business, Rachelli's Deli has take home to cook pizza. Burbidge shared the meeting for the Terry Street housing Development on June 6th.

13. ADJOURN – 5:47 p.m.