

Longmont Downtown Development Authority

Wednesday, May 22, 2024 Board Meeting Minutes

4:15 pm – 320 Main St.

downtown.
LONGMONT

creative
DISTRICT

Present: John Creighton, Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Wes Parker, Kirsten Pellicer, Jim Wardell

Absent: Joe Perrotto, Shiquita Yarbrough, Colin Argys

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

REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

1. CONSENT AGENDA

- a. APPROVAL OF AGENDA
- b. APPROVAL OF APRIL 24 BOARD MINUTES

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

2. BOARD AND EX-OFFICIO MEMBER COMMENTS - Kirsten announced this was her last meeting as a board member.
3. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none
4. NEW BUSINESS

a. Board Nominating Committee

Board discussed what type of expertise is needed on the board, based on trends in downtown and community needs. Suggestions for the board would be to consider a restauranter, resident, evening business, gender and cultural diversity, etc. Skillset would be someone with fresh approach, willing to learn, and committed to the position.

Chris cited reviewing by-laws annually and consider a non-voting member from local partner organizations and provide on-boarding help.

John suggested adding 1 additional board member.

Kimberlee suggested an on-going discussion on board member recruitment.

The board nominated Wes, Kirsten, and Joe to lead the Board Nominating Committee.

Motion: John Creighton moved to appoint Wes, Kirsten and Joe for recruitment nominating committee to complete guidelines, review and finish process. Jim W. seconded the motion, the motion passed unanimously.

b. Signage grant funds

Staff and Design Advisory Committee walked around downtown to review signage. Once the review is complete, the committee will provide recommendations and suggestions on changes to the Signage Grant. At this time, staff will bring back a request for more funding.

Motion: Kirsten Pellicer moved to reallocate remaining alleyscape incentive funding of \$11,089 into the signage grant, Jim Wardell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS

a. Retreat Follow Up

1. Welcoming Downtown Updates

1. Kimberlee worked at the outreach booth at Cinco de Mayo. Most popular feedback on what people like to see in downtown was dancing.
2. Latino Chamber Update & Scope of Work - The LDDA will look to contract with the Latino Chamber to convene Spanish speaking businesses. Staff will look at ways of incentivizing attendance. Kimberlee and other Economic Development professionals were invited to join in a presidential delegation to Centro Fox of businesses and local organizations who will travel to Mexico in September to discuss future partnerships.

3. Juneteenth update - Event is on June 22, 1-6 pm. at the Roosevelt Park. Sponsorships are still available if anyone is interested. DDA will provide sponsorship and staff support.
2. 600 Main Discussion
Preliminary budget is done. There is a Brownfield Association planning grant through the city that can be utilized for planning of the space. Kimberlee shared some images of fencing, containers, retail pop-ups stages, etc.
Discussion included:
 - Someone to operate and manage the space.
 - Staffing considerations to manage the space and project.
 - Measurability impact is important for a long-term vision.
 - Longevity of use, ROI, management, operators, incubation etc.Jim W asked how often the space would be used. Year round would be more productive.
John stated the lot is undevelopable and this type of set-up would be appropriate.
The board supported to continue with project.
6. LONGMONT CREATIVE DISTRICT UPDATE
Longmont Creates will take over responsibilities with the Colorado Creative Industries. The LDDA will be involved on some capacity.
7. FINANCE REPORT
Tracking well.
 - a. CIP/Budget Updates - Kimberlee and Jim G. will meet about the projected budget for 600 Main.
8. EXECUTIVE DIRECTOR'S REPORT
 - a. Development Update
Teocalli soft opening is this Sat. and opening soon.
Kimberlee met with commercial brokers and shared downtown incentive programs with them.
Granary is moving forward.
The owner of 380 Main will hire new real estate agent and will look into safety and cleaning up the back of the building.
Kimberlee did a walk around with Tony Chacon and Laura Moody (city planning and development) around downtown district to identify best uses for developable lands, parking, possible development on Kimbark Street etc.
 - b. Downtown Transformation Open House - Thursday, May 30, 5-7 pm. Longmont Senior Center
Staff will be present for Q&A about private and public investments in downtown over the years.
9. ITEMS FROM STAFF - Clean & Green had almost 50 volunteers Saturday and 9 on Friday.
10. BOARD MEMBER COMMENTS
The loose bear was seen in the old town neighborhood.
Jim W. is following through talks with businesses. One 300 East block business was concerned about hotel construction with no parking for customers.
11. ADJOURN
Motion: Kirsten Pellicer moved to adjourn the meeting at 5:32 pm, John Creighton seconded the motion. The motion passed unanimously.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA