

LDDA Board Minutes

528 Main Street, Longmont, CO 80501

May 25, 2016 – 4:15 PM

Present: Jeff Moore, Sharon Smith-Eisler, Burbidge Austin, Chris McGilvray

Absent: Alex Sammoury, Ex-officio Member: City of Longmont, Jim Golden, Thaxter Williams, Joe Perrotto,

Guests: Winslow Taylor, Anton Dworak, Jon Schallert, Peg Schallert, Brian Bair

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS

a. **Good News Check-in** – Sharon thought ArtWalk was well attended. Chris shared that the LDDA is sponsoring the 2nd annual Longmont Startup Week. Last year was a tremendous success. This is a community driven event with many venues and keynote speakers. Chris will host a leadership discussion around small brick and mortar businesses on June 7. There are 8 groups for dine around and small discussions in downtown. Chris also shared getting a tour of the impressive Schallert's facility.

3. APPROVAL OF AGENDA

Motion: Burbidge Austin moved to approve the agenda, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

Motion to approve the April 27, 2016 Board Minutes: Jeff Moore moved to approve the minutes, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

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

6. PRESENTATION

a. **South Main Station Update** – Brian Bair gave an update of the project. Project is delayed for several reasons. The City process is moving slowly, PIP (Public Improvement Plan) is still underway and building permits have yet to be approved. Public Works encountered some issues with the site plan. The intersection on Emery and 1st Ave. access from the building is still being investigated. Submittal is contingent upon approval from PUC. Project faced cost over runs so they had to revisit redesigning density and height. Cost was brought back down without changing current designs. The project has new investors and needed to be brought up to speed of the development. As of today, project timeline will start in September to October. Two of 5 buildings are ready to go once everything is approved. Buildings will be built in sequence starting on building 4, 1, 2, 3 and 5. Rooftop is still being considered. He cited that the Granary project will be done another time. They are also looking into a pizza restaurant adjacent to the granary as a separate project. Soil has all been cleaned up. He will keep the board posted for any changes. Chris asked about commitments from tenants. Brian said 2 restaurants are looking at leasing spaces. Chris asked how the Focus on South Main work is affecting the development. Brian stated it has not affected the project. Burbidge asked where removed dirt was relocated. It went to a landfill in Erie. Kimberlee met with the City staff regarding proof of financing and it went well. Brian will come back for FIP grant application.

7. INCENTIVES

a. Alleyscape

- i. Alfred Vance Dworak Trust – Antwon Dworak presented the alleyscape grant application. Total grant request is \$2,201.28.
Motion: Burbidge Austin moved to approve the application, Jeff Moore seconded the motion. The motion passed unanimously.
- ii. 3's Bar – Winslow Taylor presented the alleyscape grant application. Total grant request is \$602.81.
Motion: Jeff Moore moved to approve the application, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.
- iii. Schallert Group – Jon Schallert presented the alleyscape grant application. Total alleyscape grant request is \$843.20.
Motion: Sharon Smith-Eisler moved to approve the application, Jeff Moore seconded the motion. The motion passed unanimously.

b. Residential

- i. Jon/Peggy Schallert – Jon presented the residential grant application. Total grant request is \$308.50.

Motion: Sharon Smith-Eisler moved to approve the application, Jeff Moore seconded the motion. The motion passed unanimously.

8. UNFINISHED BUSINESS

a. Alleyscape Update – Del Rae stated that 300 block is ready for laying the alley. Utility work on the 400 block just started. DeFalco and City staff are looking at opening pedestrian access on 300 block in the near future. Work on 500 block may start this year. Kimberlee stated that the plans are being investigated for the lot so at this point work and timeframe is not certain. DeFalco has been delayed due to the utility work from other contractors. Project is about 2 weeks behind. Los Arcos installation and schedule is being looked at. There is a new lead Engineer for the project. Kimberlee shared the article on Times Call about Serendipity citing utility work and construction work has affected their business and the business, The Chair, adjacent to it. Kimberlee asked the utility contractor to let LDDA know when there is work scheduled but communication hasn't work very well since there are different contractors working on different projects. Chris asked how the LDDA board can help with helping businesses who are affected with construction. Kimberlee suggested a phone call to the businesses would be a good support.

b. Board Retreat follow up – Kimberlee presented information from last meeting with different levels of priorities. Sharon asked about RTD project. Jeff shared that RTD has committed 17 million but would need to acquire properties to get the project to move forward. Chris asked what role the LDDA should play in aligning priorities. Jeff is in favor of redevelopment which would bring revenue to the DDA and the City. The board discussed properties on the 200 and 300 blocks and the potential for redevelopment. Kimberlee and Sharon will meet with one of the property owners on the west side of 200 block. Kimberlee also added that she would like to meet with property owners on the 200 block and look at vision and redevelopment plans. Chris asked what steps the board can take to relocate the halfway house. Kimberlee will look into options.

High Priority: Redevelopment (looking into Coffman St. redevelopment), Parking

Some items would be good to incorporate in the master plan. Retail recruitment has also been discussed for a while now. Jeff sees 3 groups (DDA, Longmont Economic Development Partnership and Chamber of Commerce) focusing on it. It would be good for these groups to get together and create a unified strategy in marketing. Chris added looking at the master plan update and go from there. Kimberlee stated that there is a joint marketing between DDA and LEDP and she will continue talks with Advance Longmont regarding marketing.

9. NEW BUSINESS

a. Master Plan Update – Kimberlee and Evaluation Committee chose PUMA and work will commence on June 6. Public outreach will begin in August. Kimberlee added that market assessment could be incorporated to the update. Jeff asked what the market assessment would do and support. Market assessment would provide evaluation of potential opportunities of new businesses and investments to the area which would include employment. Market assessment cost is \$12,500. Kimberlee is asking the board to transfer additional \$12,500 to a line item on Master Plan update from the theater project. Kimberlee will share more information to the board.

Motion: Burbidge Austin moved to approve the transfer of \$12,500 from the theater project to a line item on the Master Plan Update, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

10. FINANCE REPORT

a. Budget 2017 / CIP

Downtown Crosswalks (DR-28) - Staff has recommended replacing downtown crosswalks between 3rd and 6th Ave as stated on the CIP project report. These crosswalks would match the 1st and 2nd block crosswalks. Cost of project from LDDA is \$100,265.00

Motion: Jeff Moore moved to approve DR-28 and transfer of \$100,265.00 from TIF to DR-28, Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

Irrigation project (DR-29)- replacement of irrigation system that is deteriorating. Repairs can be done while diagnostics are being done. Bids will need to be acquired.

Motion: Sharon Smith-Eisler moved to approve DR-29 allocating \$100,000 funds from the Infrastructure Replacement fund generated from the City of Longmont TIF share back ~ \$70,000 and the remaining \$30,000 from TIF to being this project in 2017, Burbidge Austin seconded the motion. The motion passed unanimously.

Parking Lot improvements – \$10,000 in the fund balance will be used for rehab projects as needed. Staff is currently looking at 300E lot repairs. Fund will stay in the current account balance.

Motion: Jeff Moore moved to approve using the \$10,000 for parking lot repairs as needed; Sharon Smith Eisler seconded the motion. The motion passed unanimously.

11. EXECUTIVE DIRECTOR REPORT

a. Event update – while they are fun, they continue to involve a lot of work. The last Arts and Administration meeting listed all Longmont events and discussed incorporating some with other groups and doing more sustainable events. ArtWalk current director is on board about combining 2nd Fridays with ArtWalk. Most of these events will take place in downtown without closing Main Street. One big event would close Main Street. Kimberlee asked the board for direction to proceed with partnership with ArtWalk and commit to a sponsorship. She is looking at sustainable events like restaurant weeks and dining around. Jeff asked how Denver does their restaurant week. Kimberlee shared format of other cities' events. The board discussed combining ArtWalk and Festival on Main without losing the festival element. ArtWalk name would take away the festival audience. Re-branding of the event might be a good idea. Kimberlee also updated the board about the 2nd day of Festival on Main.

The board suggested looking into re-branding and talking to ArtWalk about combining the 2 events and present another proposal next month.

b. Art Space update – tenant sharing of the art space at the Roosevelt Apartments is not going well. Kimberlee will investigate more on use of space and will bring a proposal next month on more efficient use of space.

Parking study update – survey is on the website and Cityline and has been used to gather data. Kimberlee would like to start the June 22 board meeting at 3 p.m. for the contractor can make a presentation. She is also reaching out to PUMA to align the parking study with master plan update.

Kimberlee informed the board that the Historical Society is relocating their offices to the Hover Home. Kimberlee asked the board if the DDA staff could consider moving the office in that building depending on the lease rate. The current DDA office space is getting limited for DDA office use. The board directed Kimberlee to continue looking at the building for DDA office use.

12. **ITEMS FROM THE STAFF** – Emelie shared that the concert series is starting next Friday, June 3rd.
13. **BOARD MEMBER COMMENTS** – Burbidge shared that Miller Music is closing. Kimberlee met with him and gave him some leads.
14. **ADJOURN – 6:08**

Respectfully submitted by:

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Chairperson, LDDA