

**Present:** Ex-officio Member: City of Longmont, Jim Golden, Chris McGilvray, Wes Parker, Joe Perrotto, Jim Wardell, Shiquita Yarbrough

**Absent:** John Creighton

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

#### REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

1. CONSENT AGENDA

- a. APPROVAL OF AGENDA
- b. APPROVAL OF MAY 22 BOARD MINUTES

**Motion:** Joe Perrotto moved to approve the consent agenda, Jim Wardell seconded the motion. The motion passed unanimously.

2. BOARD AND EX-OFFICIO MEMBER COMMENTS

Chris asked Joe if he would join the board governance/nominating committee with Kimberlee and Kirsten. Joe agreed.

Longmont Impact Committee comprising of LACC, LDDA, LEDP directors and CEOs met and discussed 3 pillars to work on:

- 1. Amplifying communications and identify maximizing resources
- 2. Optimizing organization and conducting comprehensive mapping of eco-system redevelopment
- 3. Identifying most significant issues in Longmont - business and redevelopment

The group further discussed understanding business climate and pulse in the community with rising cost, minimum wage, transportation, and workforce development lens. Front Range Community College submitted a \$450,000 grant related to workforce development to fund their comprehensive facilities master plan. They will look at programming and keeping the facilities in Longmont particularly the center for intermediary manufacturing. Chris is drafting a letter about this for the 3 organizations to sign and bring to the governor and college president. Shiquita offered for the City Council to sign-off on it.

The group will reconvene beginning of August with Advance Longmont and include staff and board members and work together on recommendations.

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

4. NEW BUSINESS

- a. Gift card review - Staff is looking at other gift card companies. Information was shared on the board communication for discussion. Kimberlee shared the highest sales was in 2023. Redemption rate was 70-72%. Joe suggested doing a Christmas in July promotion. Gift Card marketing discussion recommended to include in Longmont Chamber newsletters, presence at the Farmer's Market to remind people of it and specials at participating businesses when gift cards are used. Staff will include this to the next retail meeting agenda on July 15.

Jim G. joined at 4:45pm

5. OLD BUSINESS

- a. Retreat Follow Up

Jim W. met with the owner of Antonio's and talked about safety. Antonio's had a sophisticated security system with long distance camera coverage in the alleys. Most issues/thefts happen after 11 pm, and drug use in the trash enclosures. He also visited Bricks on Main.

Kimberlee sent the scope of work to the Latino Chamber to meet with Latino businesses.

Stantec is looking at space planning options using the Brownfield Association grant. A community engagement will then take place.

- b. Safety/Security Patrols

Joe agreed with Jim W. about the importance.

Colorado Security offered scheduled patrol between 10pm-5am, 7days a week. Their cars have light on top while they check trash enclosures in alleys and parking lots. The cost is \$2,730/month.

Kimberlee looked into costs for adding southern part of the district for \$455/month. SMS property used Front Range Patrol.

Joe cited getting affidavits from property owners would be helpful.

Start security patrol with 3-month trial in the GID. Property owners outside GID can chip-in.

6. LONGMONT CREATIVE DISTRICT UPDATE - Joe shared the subcommittee promoting sponsorship program in downtown. They are also appointing a committee for recruitment of additional board members.

7. FINANCE REPORT

a. Budget Updates - 2025 budget submitted to include parking software and staff planning.

Kimberlee and Jim G. will meet about 600 Main budget.

8. EXECUTIVE DIRECTOR'S REPORT

a. Data Update - Kimberlee showed visitor data on computer. Highest number was for singles and starters 19.5%, established couples, golden year and diversified singles.

Zip codes where visitors come from - 80504, 80026 (Erie), 80537 (Lafayette), 80301 (Boulder), 80020 (Broomfield) and 80521 (Ft. Collins).

Also trending:

- More visitors from 80503
- Dec-May 2024 visits were down 1%
- Average stay was 111 min.
- 14% increase of employees, migrating back
- Sales tax in April was down compared to last year
- CoStar report monitoring on lease rate categories
- Pedestrian counts on 500 E is lower, Del Rae will check on it.

b. Development Update

Kimberlee and hotel developers met and have a standing meeting every 3 weeks. Construction is on schedule with December 2025 completion.

Coffman project will start Jul 1, 2024.

New restaurants and retail store open now.

516 Main is making progress. They are splitting the building into several buildouts.

Kimberlee and Chris met with potential developer at Jesters area.

Buildings for sale on 400 block of Kimbark Street.

Granary is on target.

Greeley DDA visit on June 21 was great. Staff hosted walking tours.

DDA office will be closed July 5<sup>th</sup>

4<sup>th</sup> of July celebration will be in downtown, there will be watch parties south of 3<sup>rd</sup> Ave.

9. ITEMS FROM STAFF

Shiquita thanked Kimberlee and Jim W. for their help, and donations from Wes, Joe, and John.

Colin shared Placer AI data show lunch time visits in 2019 were good.

Kimberlee shared summer nights promo launched on June 20-August 31.

Elevate Longmont meetings are going on.

10. BOARD MEMBER COMMENTS

Chris - encouraged everyone to attend the Longmont Chamber happy hour at the FRCC from 5-7pm.

Joe expressed wayfinding is great.

Jim W. shared someone is interested in board seat.

11. ADJOURN - Wes moved to adjourn the meeting at 5:48pm, Joe seconded the motion. The motion passed unanimously.

**Respectfully yours,**

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**Kimberlee McKee**  
Executive Director, LDDA

**Chris McGilvray**  
Board Chair, LDDA