

Longmont Downtown Development Authority

Thursday, July 21, 2022 Board Meeting - Minutes

4:15 pm – 320 Main St. (LDDA Office)

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

Absent: Shiquita Yarbrough, Emelie Torres

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

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING
2. BOARD AND EX-OFFICIO MEMBER COMMENTS
3. APPROVAL OF AGENDA

Motion: Jim Wardell moved to approve the agenda, Wes Parker seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

- a. **Motion** to approve the June 22, 2022 Board Minutes. Joe Perrotto moved to approve the minutes, Jim Wardell seconded the motion. The motion passed unanimously.

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

6. NEW BUSINESS

- a. Downtown Leadership Committee – would focus on community engagement and bring in stakeholders to our conversations. The group can look at policy type items. We do not have many policy questions; however, they could support our dealings with TIF, parking, traffic, etc. They would be a leadership team that can help inform the LDDA Board as they make decisions. Get more property owners, developers, business owners, etc. that can look at things at a higher level. Most folks should be from LDDA but not all have to be. Would need at least one LDDA Board Member on it.

Does the board think it is a good idea? It should not be in place of the LDDA Board. Objectives must be clearly defined. It's a great way to get people in the pipeline for the LDDA Board. Also, make sure that since it's not a Board group, that we do not violate open records legality. We want people willing to stand up for an issue. Recommend a vision statement. This group can be eyes/ears on issues we are investigating throughout the City. A charter would make sense. Is there any overlap with a committee already operating within the City? Recommend focusing on a topic with background information and a facilitator. Ask Lori Jones from Avocet what is the right number for the group size. Boulder, Grand Junction, and Ft. Collins have something similar. See how they do things. The Board supported coming back with a proposal. Also, send any other thoughts to Kimberlee.

- b. Downtown Vacant Properties – concern about vacancies that have been empty a long time. One example is 380 Main St. What can we do to influence/support this issue? What would Board like to get back from property owners who have vacant properties? Are owners motivated to have the space occupied? Can we activate spaces when they are vacant? Joe used Art in Public Places to do an installation that helped lease their 475 Main St. space. Can we get nicely designed window graphics to put in properties that are either vacant, under construction, etc. What about lighting up these spaces and/or advertising Downtown events in the windows? Use a QR code linked to Downtown, the property, etc. Guitar’s Etc. space will be opening up at 460 Main St. in November. Would Board support funding a marketing campaign targeting vacant properties? Yes. Suggest making sure property owner wants to do it first before investing in the marketing materials. Greeley Sachs at 350/356 Main St. has agreed to put something in the windows. The Placer.ai software can help track some data to help with recruitment. It can provide data on gaps missing in Downtown. Kimberlee will do an analysis on 380 Main St. to use at the meeting.

7. OLD BUSINESS

- a. Development/Project Updates
 - i. Camera Project – City found a vendor called Project NOLA from New Orleans. It’s a nonprofit that works with police departments. They store the data and provide the cameras. We would pay a monthly fee for the data. Cameras were very impressive: can zoom in, rotate 360 degrees, and detect motion. We would probably need less cameras Downtown than we originally thought. The City is also looking at cameras needed in parks. The City Manager’s top priority is Lanyon and Carr Parks to start.
 - ii. Coffman St. Busway Project – construction is pushed back to start in 2024. The cost of the project has gone up considerably. It’ll align better with the 1st & Main Transit Station development, which is making good progress. We had a landscaping conversation with the City regarding property owners maintaining new landscaping. Have concerns with that and recommend the City maintain these areas and/or reduce landscaping where appropriate.
 - iii. Parking data collection – Phil and Kimberlee went to Estes Park to meet with the Parking & Transportation Manager. They looked at their paid parking, free garage parking, and the shuttle system. Initiating the paid parking was very difficult. She recommended that the enforcement piece in Longmont needs to be in place before moving forward. She also recommended a few companies to check out. Will have an RFQ for parking data later in the fall.
 - iv. TIF Update – have regular meetings about TIF extension. We are looking at strategy and getting a lobbyist. The LDDA should do a PR meet/greet with state representative. Will do case studies of three oldest DDAs and setup monthly meetings to move this forward.

8. LONGMONT CREATIVE DISTRICT UPDATE – bringing some money into operations. Transferred money from Community Foundation. Starting to get membership and donation dollars. Budget has been approved and QuickBooks is getting setup. Setting a meeting with SFDC for grant funding. Hired a new AmeriCorps Vista named Lindsey.

9. FINANCE REPORT - things are good.

10. EXECUTIVE DIRECTOR'S REPORT

- a. North Metro Bus Tour – September 15. Timeframe would be 10am – 3 or 4pm. Will leave from Denver and go to Boulder, then Longmont. It partners with the Colorado Municipal League (group for City Managers and municipalities). Kimberlee asked City Council to attend and invited the LDDA Board. Let her know if you want to attend.
- b. The 400 block meeting was held today. Doing other blocks each month through the end of the year.
- c. The graffiti is getting very bad in the City. City used to support private property but do that less now. It's the property owner's responsibility. Some owners say they can't afford it. Is there anything the LDDA can do to help mitigate the graffiti? We could hire our own contractor for graffiti mitigation. Can we find out how much it costs the City currently? Yes. Board could support funding support. We'll look into vendors and keep investigating.

11. ITEMS FROM STAFF – events are going well per Colin.

12. BOARD MEMBER COMMENTS – Jim asked the cutting back the landscaping in 500 E breezeway. Wes asked about brickwork on Main St. and the signal pole work at 6th Ave. & Main St. Chris said Jim Wardell and Wes Parker were approved by City Council to another term. Dry Land Distillers is celebrating their anniversary next weekend.

13. ADJOURN

Motion to adjourn the meeting: Kirsten Pellicer moved to adjourn the meeting at 5:39 pm, Wes Parker seconded the motion. The motion passed unanimously.