

# Longmont Downtown Development Authority

Wednesday, July 31, 2024 Board Meeting

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, Joe Perrotto, Jim Wardell, Shiquita Yarbrough

**Absent:** Emelie Torres

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

## REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

### 1. CONSENT AGENDA

- a. APPROVAL OF AGENDA
- b. APPROVAL OF JUNE 26 BOARD MINUTES

**Motion:** Wes Parker moved to approve the consent agenda; Joe Perrotto seconded the motion. The motion passed unanimously.

### 2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none

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

### 4. NEW BUSINESS

- a. Retail Consulting - Would like to hire Imagine The Possibilities (Molly Alexander) to conduct a retail assessment of our District and to help formalize a business retention and recruitment strategy. Molly was with Downtown Austin and has a good view of mom/pop retail. Would like to complete a phase 1 assessment that includes outlining and defining success, physical assessment, meeting with stakeholders, analyzing retail promotions, creating a retail road map, etc. Cost for phase 1 assessment is \$10,000 for a 4-day assessment and includes travel costs. Best to conduct during summer season and include an event. We could contract Aug. 21-24, and include the Aug. 23 Unity in the Community event. We have the money budgeted in Economic Vitality Programs. We could learn more about our retail curb appeal, promotions, what works for us, what doesn't work for us, etc.

Shiquita arrived at 4:19pm

Molly has conducted these assessments for other Downtown areas and Kimberlee will find out about those. This could give us more clarity in recruiting/retaining our retail businesses.

Stakeholders in the assessment would include retailers, property owners/developers, restaurant, real estate agents, etc.

**Motion:** John Creighton moved to approve the \$10,000 phase 1 Retail Consulting cost; Jim Wardell seconded the motion. The motion passed unanimously.

- b. Board Nominating Committee Update – held the first meeting with Joe, Kimberlee, Kirsten, and Chris. Discussed Board needs, position description, and representation wanted. Created a Board application that’s like the City’s application. Want to put this out in August and allow 2-3 weeks to apply. Nominating committee will review and choose top 3 candidates to interview. Anyone from Board can listen in on interviews. Committee will present 1 candidate to the Board. Committee decided to just recruit 1 person for now. Shiquita recommended selecting a 2<sup>nd</sup>/3<sup>rd</sup> choice in the case the 1<sup>st</sup> choice is unable to commit.
- Committee wants to also create a new on-boarding procedure for new board members. Asked Board to provide any feedback with their LDDA on-boarding experience. Do we want to shift any Board members serving on other Committees? Jim will replace Kirsten in her role in the Retail Committee.
- c. Board Leadership Elections – Chris McGilvray (Board Chair), Joe Perrotto (Vice Chair) and John Creighton (At Large) are willing to maintain their roles.
- Motion:** Wes Parker moved to approve the above slate to continue in Board Officer roles; Jim Wardell seconded the motion. The motion passed unanimously.
- d. Vacant Property Discussion – Board discussed concerns about the Winchell’s property not open yet, construction not happening and the camper, trash, graffiti, etc. Kimberlee worked with the property owner to get a Trespass Affidavit submitted to the police. The camper was removed by police and the property owner will take care of the person’s items. There is a new contractor project manager and he said they are restarting the project on Monday, 8/5. Winchell’s was required to use 1 of 3 contractors offered by the insurance company. Would board be open to covering any expenses not reimbursed by the insurance company if they only have the one bid. Board is in favor of allowing the one quote for their grant and Board will decide about supporting a grant after we get the info from the contractor.
- Shiquita said that some other cities have a policy if a property is vacant, to assess a fee until they renovate or operate again. Some cities will put property up for auction or purchase it. She will bring to City Council to discuss.
- Another concern is the empty retail at South Main Station. Should the LDDA incentivize the property owner to add amenities to the space to make it more affordable to lease (bathrooms, etc.)? Kimberlee will meet with Brian Bair to discuss what those build out needs are.
- We need to change redevelopment agreements to help support better retail recruitment. Also concerns for the empty restaurant and retail space in the Imperial Hotel building at 3<sup>rd</sup>/Main. Could have these items assessed during the Retail Consulting.

5. OLD BUSINESS - none

6. LONGMONT CREATIVE DISTRICT UPDATE - have good sponsors for Longmont Arts Week including MECO as a title sponsor. CCI reporting/funding deadline was postponed to late August.
7. FINANCE REPORT
  - a. 2025 Budget - Kimberlee reviewed the LDDA budgets for Ops, A&E, GID, and Parking. An increased expense in the A&E budget for a new Gift Card program. Holiday lighting costs and holiday programming costs increased in A&E. Will hold four monthly concerts and partner with Summer on the Streets events. GID and Parking budgets were higher than last year for increase in flower costs and securing a new parking permit management system. She went through items in the Construction Fund Projects, Project Management Fees, and the Revenue Projections. Shiquita reached out to CU's Band on the Bricks event organizer to discuss possibly doing that type of event here.  
Joe left at 5:31pm.  
**Motion:** John Creighton moved to approve the 2025 budget; Jim Wardell seconded the motion. The motion passed unanimously.
8. EXECUTIVE DIRECTOR'S REPORT
  - a. Development Update - hotel is going well and getting steel deliveries. Ron Cheyney has done drone shots every week. LDDA has a meeting with hotel every three weeks. Chris and Kimberlee toured the Granary and work should start in the next few months. Met with Red Cedar Bistro owner and challenges they've faced. Should open in September. Juniper Goods delayed by Boulder County health permits due to misinformation from the City permitting dept. Kimberlee will find out more about this situation. Coffman St. Mobility project is moving along. Pelo's Deli is still working on their renovation.
  - b. Clean & Safe Update - the patrols are going well.
  - c. Connectivity Update - Met with CDOT to discuss 1-lane in each direction on Main St. They were receptive to exploring. They want to know where the capacity load will be distributed to on other streets, so the City needs to collect that data. John asked if the mid-block flashing crosswalks have made an impact on the traffic counts/patterns. Kimberlee will look at pulling traffic pins on the Placer AI program and comparing to previous years.
  - d. Holiday Update - adding a large walk-in snow globe lit piece in St. Stephen's Plaza to add more interest Downtown. Looking to purchase new tree in 2025. Holiday costs are expensive.
  - e. Kimberlee brought up that the Oregon Supreme Court passed that it's not cruel and unusual punishment to not allow people to sleep on public sidewalks. Started discussions with Harold to see how the Longmont community will address this ruling in the future.
9. ITEMS FROM STAFF - Colin said Wine Walk tickets are on sale today.
10. BOARD MEMBER COMMENTS - Jim W. attended the Longmont Chamber of Commerce orientation. The Chamber members have grown to 700 businesses. Full Circle Yoga just joined and has a ribbon cutting on

8/1/24. Shiquita visited Longmont's Sister City in Chino, Japan. They have more microbreweries than Longmont and a population of 55,000. The City will be opening up for media bids, which LPM used to do. LPM is still interested.

11. **ADJOURN - 5:57PM**

Motion: Jim Wardell motioned to adjourn the meeting; John Creighton seconded the motion. The motion passed unanimously.