

**Longmont Downtown Development Authority**

**Wednesday, August 24, 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, Wes Parker, Jim Wardell, Shiquita Yarbrough

**Absent:** Kirsten Pellicer, Joe Perrotto, Emelie Torres

**Guests:**

**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: Wes Parker moved to approve the agenda, John Creighton seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

a. Motion to approve the July 21, 2022 Board Minutes. John Creighton moved to approve the minutes, Wes Parker seconded the motion. The motion passed unanimously.

5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER)
6. NEW BUSINESS

- a. Parking Study Update – An RFQ was put out and we received five responses. All were in excess of our \$25,000 budget. The applicant we would like to go with is \$5,000 over budget. We could use funds from the construction funds to absorb this additional cost.

Motion: John Creighton moved to approve the additional \$5,000 from the construction fund to be used for the Parking Study Update, Wes Parker seconded the motion. The motion passed unanimously.

- b. Placer AI profile – Kimberlee showed examples of things we can run through Placer AI such as a heat map where people are traveling through the district. It shows room for growth and where to fill in the gaps. Lots of opportunity on 3<sup>rd</sup> Ave. Showed reports for visitors from the past 6 months. Almost 2 million visits from 500,000 visitors. Average dwell time is 130 minutes. Typical visitor persona is white, with an income of \$75-\$100k. Saturdays are highest visit days. Sundays are lowest. Hours of visitation usually are lunch and dinner. It's quieter after 9pm. Highest length of stay is either very quick or much longer. The hottest route to get to Downtown for visitors is hwy 119. Pratt St. overpass was next. Could support going to one lane in Downtown since hwy 287 is not the main route to Downtown. People are usually coming from home and going back home. She reviewed resident and employee data of the same reports. Most info was similar with the exception of income and route to Downtown. Employee profile had similar info to the visitor data. Less activity on weekends as they aren't working Downtown. Business owners have said they have seen more tourists this year than they've ever seen.

Did quick introductions of the Board to Lindsey Bifulco, the new Americorps Vista.

4:34 Shiquita Yarbrough joined the meeting.

7. OLD BUSINESS

- a. Downtown Leadership Committee – goal is to implement the direction for the board of directors. Duties would include outreach, working with property owners, assist with goals, ambassador for Downtown community, get educated on local, state, federal policies and share, support

policies/issues, bring issues/ideas to staff, take ownership of Downtown initiatives, etc. Group would be property and business owners in the Downtown boundaries with one LDDA Board member. Selection of the members resides with committee and the staff. We would recruit people instead of doing open applications. Serve two year term with ability to renew. Meets quarterly or in between if issues arise. If they miss three meetings, would be asked to step down. Who will monitor attendance, term limits, and general oversight? This could be cumbersome to staff. Kimberlee thought it could be handled and that it's necessary to have this group. Would start Jan. 2023. Keep it to Downtown people only, and include a standing seat for a member from the Chamber of Commerce.

Motion: Wes Parker moved to develop the Downtown Leadership Committee, John Creighton seconded. The motion passed unanimously.

- b. Graffiti Follow Up – the City cost for graffiti removal is \$80/hour. Currently they don't have excess capacity given the increase in graffiti incidents. We added graffiti education on our Clean & Safe page with a link to the City's graffiti removal page. We don't feel we have capacity to manage a graffiti removal program so would continue to work with City, property owners, etc. Could we provide a vendor or cleaning product list (where to buy?). Yes, Del Rae will look into it.
- c. LURA Board Appointment – Kimberlee sent a letter in June to all of the other districts of the LURA. No one responded, which would allow us to have a representative on the LURA Board. Tony Chacon will reconvene the group in 2023 and may meet every other month. He will have an urban renewal briefing session before 2023. They'll look first at the 1<sup>st</sup> & Main Transit development. Other two priorities are the Twin Peak Mall, phase II, and the 1500 block of Main St. Kimberlee can come to the meetings as long as they aren't executive sessions. Any board member interested? Wes said he was interested.

Motion: John Creighton moved to nominate Wes Parker to the LURA Board, Shiquita Yarbrough seconded the motion. The motion passed unanimously.

- d. Development/Project Updates –  
600 Main parking lot. Chris reached out to the owner of the site. He is the owner of the Stinker stores and has 100+ stores. They are based out of Idaho. Had a discussion about vision and plans. He is excited to further conversation with a follow up meeting next week. He's also willing to sell at market value. Kimberlee needs to get an appraisal on the 300 east parking lot and thought adding this 600 Main St. lot would be a good to do at the same time. It would cost an additional \$5,000.

Motion: John Creighton moved to approve adding the 600 Main St. lot to the current 300 east lot appraisal for an additional \$5,000, Wes Parker seconded the motion. The motion passed unanimously.

Kimberlee and Chris met with the 380 Main St. property owner. His lease with Sample Supports on the 2<sup>nd</sup> floor is done so he has a sense of urgency to get it activated. They toured the site. Kimberlee had a few follow up conversations. Kimberlee showed space to two groups interested in a pop-up event there. Could they use in exchange for cleaning it. He said yes, although water is turned off. Would have to get that on for the events. For the upstairs, suggested making them smaller office spaces as those are more popular. Another idea he had was to change it into condos. There is a proposal for Boston Station Apartments on 1<sup>st</sup> Ave., the last Butterball parcel that's not developed. This is behind the ABC Supply Co. Property. Proposal is a suburban layout with 3 story apartments. No commercial and all residential with 370 for lease units. They met with Tony at the City and he expressed interest in having 4-5 story buildings instead and to save space for a future parking structure. They said to change to 4 stories would cost \$6 million. They would never generate

through TIF. Question to Board is would we look at the TIF if the City and URA really wanted to do this project? Residential is taxed at 7% versus 29% for retail. Some of the spaces will be live/work space. If 4 stories is not done, they can still move forward with 3 stories. The zoning doesn't demand that they go over 3 stories. They don't have to put in elevators for 3 stories. Our TIF wouldn't generate what they need for the project. The Board advised Kimberlee to tell them the Board suggests a 4-5 story building and that they cannot provide the funds needed through TIF.

#### 8. LONGMONT CREATIVE DISTRICT UPDATE

- a. SCFD Funding Update – Would like the LCD to be a Tier 3 organization. The LDDA would need to apply for this funding. Are you OK with us putting in the application for eligibility which is due mid-September.

Motion: Wes Parker moved to approve submitting an application for eligibility for SCFD funding, John Creighton seconded the motion. The motion passed unanimously.

- b. Lindsey and Kimberlee want to work on a project with Children Youth and Family in support of the recent shooting death of a youth at Kensington Park. They've been having discussions with the City Youth Center and think this would be a good location for it and invite our community youth. It will be discussed at the next Creative District meeting.

#### 9. FINANCE REPORT

- a. Appropriation for city study – there is an overhaul of the compensation study for all the City. Each department pays their share. \$2077 is our portion and will be paid from the Ops fund. Budget discussion will go to City Council 9/20/22 and be approved by end of Oct., 2022.

#### 10. EXECUTIVE DIRECTOR'S REPORT

- a. St. Stephen's Plaza – we are removing the leaky fountain Sept. 12-14. Vandalism happened last night and the south facing stained glass windows at the St. Stephen's Church for damaged. The person then damaged windows and doors at the City Civic Center and the Library. Staff will reach out to the St. Vrain Historical Society about our grants.
- b. Block Meeting – we started them last month and held 400 block in July and 300 block in Aug. Next one is on the 200 block at BBP. Parking was a concern for a property owner on the 300 block east side. Elk's is using Park Mobile in two of their rows. We'll monitor to see how it's going.
- c. Building updates – a new door was ordered for the back entrance. The locking system was a constant problem. We asked landlord for support and they'll pay for \$1000.
- d. MOU for Americorp Vista position needs to be completed.

Motion: John Creighton moved to sign the MOU for the Americorp Vista position, Wes Parker seconded the motion. The motion passed unanimously.

- e. North Metro Bus Tour is 9/15/22 from 9:45am – 3:30pm. It starts in Boulder then comes to Longmont. Would take the Brew Hop Trolley to Boulder, tour Boulder, then come to Longmont for lunch at The Roost, walking tour of Downtown, and then tour Sugar Mill. The Downtown part is 12:30 – 3pm before heading to Sugarmill. Let Kimberlee know if you are interested.

#### 11. ITEMS FROM STAFF – none

#### 12. BOARD MEMBER COMMENTS – Chris mentioned Unity in the Community this Friday, 8.26.22.

Shiquita said Council is getting complaints about walking across Main St. Could Shiquita discuss with City Council the traffic lights on Main St. They are set to support traffic flows. The buttons for pedestrians' take a long time to change. Phil said that CDOT said yes for a flashing light on the 500

block of Main, but they need to supply more data, which he is working on. Kimberlee said the Board had approved spending \$250,000 to do a study to make Main St. more pedestrian friendly. Shiquita was in Ft. Collins using a parking garage and mentioned they have green and red lights that indicate if a parking space is open or not.

13. ADJOURN –

Motion to adjourn the meeting: Wes Parker moved to adjourn the meeting at 5:27 pm, John Creighton seconded the motion. The motion passed unanimously.

Reminder: North Metro Bus Tour – September 15

**Respectfully yours,**

---

**Kimberlee McKee**  
Executive Director, LDDA

---

**Chris McGilvray**  
Board Chair, LDDA