



Minutes - DRAFT

Longmont Downtown Development Authority
Board of Directors
528 Main Street, Longmont, CO 80501
August 28, 2013 – 4:15 PM

Present: Bill Sawyers, Larry Stauss, Sharon Smith-Eisler, Alex Sammoury, Ex-Officio Member: City of Longmont, Jim Golden, Bob Goff, Joe Perrotto
Absent: Burbidge Austin
Guests: Heath Carroll, Carlyne Johnson, Deanna Dyer, Doug Reedy, Bob Sweeney, Mike Frailey, Doug Bene, Ben Ortiz
Times Call: Tony Kindelspire
Staff: Executive Director; Kimberlee McKee, Del Rae Heiser

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS - none

3. APPROVAL OF AGENDA

Motion: Larry Stauss approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. Motion to approve the July 24, 2013 Board Minutes

Motion: Larry Stauss moved to approve the minutes. Joe Perrotto seconded the motion. The motion passed unanimously. Bill Sawyers abstained since he wasn't at that board meeting.

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

6. FINANCE REPORT

June financials were given to the board. Kimberlee did not hear back from Boulder County so we didn't get any of their TIF dollars for 2014 which leaves us with \$483,000 for 2014 TIF collections. Boulder County didn't say no or yes but had let the deadline pass. Kimberlee will try again next year to get the TIF dollars for 2015. She will also see how their new building downtown will proceed as well in relation to this.

7. EXECUTIVE DIRECTOR REPORT

Electric Car Charging Station. – LDDA was approached by Michael Frailey from Longmont Power and Communications (LPC) about installing an electric car charging station in the 300 east parking lot. LPC has money for two stations to install in 2014 and is applying for a grant to increase it to four stations. Loveland and Fort Collins have similar charging stations in place, which Michael and Phil Greenwald have visited. Kimberlee said a spot against the DSC, which is in the north end of the lot, would be a good location for the station. One space would be designated and the row would need to be restriped to accommodate the space, which must be ADA compliant. LPC plans to recoup costs of the charging station and make the electric use cost neutral. LPC would take care of the costs to get the power from their power source to the station. The restriping cost will still need to be determined. People would have to pay for the electric use. LPC is also looking for other financial contributors. LDDA can do a one-time financial contribution of \$300 (equal to value of one annual permit) and on-going maintenance of the space as in-kind support.

Motion: Sharon Smith-Eisler moved to support the install of the station in the 300 east parking lot which includes a letter of support, making a one-time \$300 contribution, and in-kind maintenance of the spot. Joe Perrotto seconded the motion. The motion passed unanimously.

Winter Farmers Market – The LDDA was approached to do a winter farmers market, every other week on a Saturday, December – March. We have been asked for support in finding a location and marketing the event. Kimberlee contacted the City of Longmont to see if their Civic Center inside mall would be a good location since they are closed on Saturdays. If this location works, do we want to be a partner in that? If the weather is nice, it might be possible to hold it outside in that plaza. Kimberlee thinks merchants will be in support of this as it will bring traffic downtown on a Saturday. The board was in favor of the idea.

Jim Golden joined the meeting at 4:50 p.m.

Downtown Longmont Community Ventures – Kimberlee and Bob Goff talked about their recent Venture board meeting. The Community Foundation (CF) approached Ventures about a Donor-Advised Fund which means the Ventures would partner with CF and use their federal 501(c)3 status to apply for grants that would go into this fund. The CF charges a fee of 1.5% of the grant funds received. The Ventures board agreed this would be a good partnership so they will go forward with it. The next meeting is in September where they will vote for officers. Bob agreed to be Chair. Bob said the Venture board discussed the vision and he would like to change the name to be more catchy, and also revamp some downtown events such as Festival on Main, and look into lighting up the Longmont Theatre Company building. The board supported the direction the Ventures board is planning.

Residential Incentives – Kimberlee said this will be on the agenda next month. Earlier Kimberlee, Bill Sawyers and Joe Perrotto, a sub-committee, met about what these would look like. There is \$100,000 in residential incentives available so criteria will be created. Next month the 4th and Terry project will come to the board for a formal ask. The Finance Committee will also be reviewing their financials in the next month. They will ask for about the same amount of money we'll get from their DIP fees. We'll have to look at how we will fund that then.

Festival on Main on Friday, August 23 went very well. It was the smoothest setup and teardown to date. We had a great team of folks although attendance was a little bit down compared to last year.

8. UNFINISHED BUSINESS

Carroll-Lewellen Variance Application – Kimberlee sent a memo from Ben Ortiz from the City Planning Department for the board to review. The city is interested in whether the Board would like to make any comments about the Variance Application for Carroll-Lewellen Funeral Home, located at 503 Terry St., submitted to the City Planning and Zoning Commission regarding the 500 foot residential protection standard. Carroll-Lewellen wants to install a cremation machine in their building and the closest residence is 50 feet away from the property. The Planning Department sent neighborhood notifications of the variance request to people within a 750 feet perimeter from Carroll-Lewellen's property. Of all the correspondence received, 100% were opposed to granting the variance. The Planning Department wants to know if the LDDA has a position on this variance request which will be brought to the City Planning and Zoning Commission on Sept. 25. Heath Carroll mentioned that the machine they plan to purchase has a 99.9% EPA rating, meaning no odor, smoke, or smell. Further discussion was held about property values, neighborhood interactions, and environmental impacts. The board concluded that the LDDA will not give comments or a position to the Variance application.

Alleyscape Update – Del Rae said the West Side Alleyscape is delayed until 2014. The main reason is that J2's bid for the 300 block came in 45% higher than previous bid J2 submitted in 2011. Plus, the 300 west block businesses submitted a petition to the City requesting that the project not start until 2014 so it does not interfere with their holiday season. Due to the large bid increase and this petition, the City felt it best to open the bid process again to comprise all three blocks. This would mean the designs for all three blocks will be completed by November and the bid would be open in December, with a project start date of March 2014. There is a possibility of some utility work that may need to happen this year. Chris Huffer is meeting with the utility companies to see if this is the case. Del Rae had samples of the breezeway banners for the board to look at.

Signage Committee Update – The Committee continues to work on guidelines and is trying to make the document smaller and more user- friendly. Once these guidelines are adopted, they will be referenced in the sign code. City Council would designate a Downtown Design Board, which would basically be the LDDA Board since it is already a City-appointed board. The LDDA Board would then designate a Sign Review Committee. The Committee could do reviews electronically, unless a personal meeting is warranted due to the nature of the sign or application. Appeal options would be available to the LDDA Board if a sign is denied. The board was in support of Kimberlee to continue with this plan.

9. NEW BUSINESS

Infrastructure maintenance & painting – Board reviewed a summary of the bids received to paint the pedestrian light poles, trash cans, benches, and table tops in the LDDA. We would like to go with Turning Leaf which had a bid of \$24,690. Turning Leaf did a sample painting of a light pole, bench, and trash can and a few things will need to be tweaked, but it looked great. It was recommended that the board approve up to \$30,000 to cover the \$24,690 bid plus the add-ons of the mid-block crossing poles and recycle cans, which were not included in the original bid and additional costs related to street sign removal. Kimberlee said we could take the \$30,000 out of the construction loan that was designated for the Longmont Theatre Company. As this money is already loaned, we wouldn't need a new TIF loan. Bob Goff asked who is responsible for the goose art as he said the one downtown does not look good. Kimberlee said she would contact Arts Galore, who is in charge of that project.

Motion: Joe Perrotto moved to approve funding not to exceed \$30,000 for the painting project. Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

Retail Grants – Kimberlee discussed the Retail Conversion Grant the LDDA is working on with the City Economic

Development .This program would be for a store front that is going from a non-retail use to a retail use. The City has an existing Business Improvement Grant which this would be patterned after, but will create a new grant specific to properties in the LDDA. They suggested a 2-1 match (i.e. 50% of the total project cost). The LDDA would add some of their criteria, such as needing two bids and the retail business must support uses identified in either the LDDA's Master Plan or Arts and Entertainment Plan. The program would cover costs associated with conversions that are permanent attachments inside the building. We have \$300,000 designated for retail incentives and Kimberlee suggested allocating \$75,000 to this program and to keep it in place for 1-1.5 years. Doug Bene mentioned other criteria the Economic Department would have in place for this and asked what time period should be in place before a non-retail business can apply for the grant.

Motion: Alex Sammoury moved to approve the DDA's participation in the Retail Conversion Grant up to \$15,000 for the 2-1 match and designate the time period of 30 days that a non-retail space has to be vacant before they can apply for the Retail Conversion Grant. Joe Perrotto seconded the motion. The motion passed unanimously.

Board Elections – Time for board officer elections. The current officers agreed to stay on in their current positions (Bill Sawyers as Chair, Larry Stauss as Vice Chair, Sharon Smith-Eisler At-Large, and Kimberlee McKee as Secretary.)

Motion: Joe Perrotto moved to keep the same board Officers for another year. Sharon Smith-Eisler seconded the motion. The motion passed unanimously.

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

11. **ITEMS FROM THE STAFF** - none

12. **BOARD MEMBER COMMENTS** – Alex Sammoury wished a belated birthday to Kimberlee McKee. Joe Perrotto announced that Mountain Sun will be a tenant in the Roosevelt Park Apartments. Sharon Smith-Eisler asked what happened to the summer Farmer's Market this year. Kimberlee said they were waiting for two proposals (Boulder and Louisville), but at the last minute, Boulder was unable to submit. By the time we heard from Boulder, the Louisville farmers were already too committed and couldn't do a Longmont market.

13. **ADJOURN** – 5:35 p.m.