

# Longmont Downtown Development Authority

Wednesday, August 28, 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:**

**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 JULY 31 BOARD MINUTES

**Motion:** Jim Wardell 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)

### 4. NEW BUSINESS

- a. Retail Conversion Grant - Juniper Goods. Emily Luebcke with Juniper Goods (659 4<sup>th</sup> Ave.) was present. They are opening a coffee shop and retail store (with online sales as well) and eventually a wine bar. The project includes updating plumbing and electric and installing new coffee and wine bars. Their projected opening date is Oct. 2024. Chris asked what value this will bring to downtown. Emily has been in retail business for 30 years. Their retail products will be on sustainable goods (clothing and home goods). It will be a community gathering space and will work with local and downtown businesses by offering their products as well. May include do food trucks in the lot behind the building. Hiring staff with a lot of coffee making and retail experience.

Shaquita arrived 4:20 p.m.

**Motion:** John Creighton moved to approve the LDDA's portion of the Retail Conversion grant for \$5,934; Joe Perrotto seconded the motion. The motion passed unanimously.

- b. Minimum Wage Discussion Update - Some of the Board attended the City Council discussion on 8/27/24. The support was split with people speaking for and against the proposed minimum wage increase. Several downtown small businesses spoke. Most downtown businesses likely pay more than current minimum wage. Limited financial resources means biz owners have to pick up slack and creating business owner fatigue. The timing of raising the wages is concerning.

Affordability is a concern in our community. Increase of 2<sup>nd</sup> homes in Longmont with part time residents and those owners don't contribute as much to the community. The increase in property taxes and insurance also is impacting businesses. Will we lose the momentum we are seeing Downtown if this is passed? Teenagers are usually only ones making minimum wage. Most everyone else is getting paid more. Raising minimum wage may not impact affordability in our community. Rents are high. Shiquita said it'd be good to do focus groups to bring in more people that weren't in the first groups interviewed for the study in order to get better representation. Shiquita is working with Chamber to reach out to different sectors about their minimum wage staff and get more data to help the City decide. The study was too small of a snapshot of the community. Business owner fatigue is evident in the Downtown (based on Retail Consultant assessment). Would like to discuss at the all business owners meeting and aggregate concerns to present to Council. Downtown Master Plan wants businesses to stay open longer, but this could impact how long a business can provide staffing to stay open. Will invite the Board to the All Business Owners meeting on 9/11/24 at 8:30am at The St. Vrain. LDDA will help support any Chamber meetings on this topic. The Council rule states if you aren't a resident you can't speak at the meetings. It is understood that if you are a business owner in Longmont but don't reside here, you currently are not able to speak.

## 5. OLD BUSINESS

- a. Retail Consulting Update - was here 4 days. Will get report within 30 days. Key takeaways were business fatigue, storefronts need cleaning, tree trimming, rethink your incentives, and need more feet on the street. What will entice a person to walk further down a block (merchandising, bright umbrellas, etc.) Doing non-event events that don't close streets like sidewalk sales. Large spans of sidewalk where there is vacant storefronts, you could add some booths to attract people. Looked at 600 Main possibilities or programming versus a building. Did 13 stakeholder interviews. See decreasing sales nationally.
- b. Board Nominating Committee Update - actively searching for Board member to join. Two candidates applied. Looked at the requirements to be a board member. Kirsten Pellicer still holds a lease in Downtown and she could technically still serve her remaining term through 6/30/25. The Board supports having her serve out her term.. This would give committee extra time to work on the needs of the Board which would be valuable to new board members.

Jim Golden left at 5:24pm

6. LONGMONT CREATIVE DISTRICT UPDATE - Longmont Arts Week is Sept. 14-21. Longmont Creates has a good amount of sponsors.
7. FINANCE REPORT - budgets are good. The TIF collections are still a struggle. Jim Golden continues to work with the County Assessor to get it cleared up.
8. EXECUTIVE DIRECTOR'S REPORT

- a. Development Update - Hotel Longmont concrete has started and steel/stairs will be next. A couple other projects have stalled but hope to finish up and open soon. People are getting caught in the permitting process. Kimberlee reached to Grant Penland in Planning to discuss the issues. Some issues are between the County and City (such as Public Health). Not sure of the status of Pelo's Deli and Luminous Tea on the 600 E block of Main. Winchell's is still working on façade. Bestow Events is making a lot of progress. Granary Food Hall should start soon.
  - b. Staffing/Office Update - Emelie is taking an early retirement. Board thanks her for her 13 years of service to Downtown. Visit Longmont position is 20 hours/week and she is willing to go up to fulltime. VL and LDDA would split the costs. Looking at Longmont Creates position to increase hours to support other event support.
9. ITEMS FROM STAFF - Del Rae mentioned the SVVSD Parade on 9/7/24. Emelie's last day is Friday, 8/30/24.
  10. BOARD MEMBER COMMENTS - John thanked Shiquita for the Council Meeting last night that went until 2am. Jim asked about the 500 W breezeway decorative fencing. Does Colorado Security share any drug use with LPD? Del Rae shares info between Colorado Security and LPD. Shiquita asked if 9<sup>th</sup> & Main was leasing. Some leases have started. Jim said he had a lot of people at Unity commented on parking.
  11. **ADJOURN - 5:56 PM**  
John Creighton moved to adjourn the meeting, Wes Parker seconded the motion. The motion passed unanimously.