

downtown.

L O N G M O N T

LDDA Board of Directors Meeting

Christ Church International, 527 Main Street, Longmont, CO 80501

October 12, 2016 – 12:00 p.m.

Present: Burbidge Austin; Jeff Moore; Alex Sammoury; Thaxter Williams
Absent: Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray; Joe Perrotto; Sharon Smith-Eisler
Guests: David Starnes; Daniel Makala (PUMA); JJ Folsom (PUMA), Erica Heller (PUMA)
Staff: Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres
Presenter: PUMA: Erica Heller

1. **REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**
2. **BOARD AND EX-OFFICIO MEMBER COMMENTS - none**
3. **APPROVAL OF AGENDA**

Motion: Burbidge Austin moved to approve the agenda, Thaxter Williams seconded the motion. The motion passed unanimously.

4. **PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) – none**
5. **PRESENTATION – Master Plan Update**

PUMA is on-track on the process. Erica presented polling results from steering committee meetings and community engagement.

Polling Results:

Visions and Values, Headline News – land use, economic vitality and connectivity cross over on all groups; downtown was seen in a comprehensive way; a lot of similar ideas from all committees

Value Concepts - good pattern and consistency among the groups; top 5 values ranked – bustling; destination; safe attractive; clean; leadership and management level results were more specific to the fundamentals (safe, attractive, clean); historic was a top item on steering committee, but not elsewhere

Value Visual (photos shown of downtown environment) – attractive; bustling; families; comfortable environment and welcoming to all ages; less on edgy and hipster; percentages is all across the board but consistency of vision is in all of the images.

Jeff asked if results were from people who come to downtown. Opinions were varied and downtown is being enjoyed by families and younger generations. What might be different on visuals seen today compared to 10-15 years from now? How does the master plan update fit into the survey now and the future? Alex added that downtown is already seeing a shift of audience in terms of restaurants and housing especially with the young professionals moving to downtown apartments in the future. South Main Development will hopefully attract more millenials. Kimberlee commented that we are hoping to develop different levels of economy, i.e. 18-hour, 8-hour, 6 p.m. closing, and night time vibrancy and these need to be addressed.

Draft Visions and Goals Review

Vision – statement has too much information; ‘creative’ word repeated twice; be specific on what we want people to think of Longmont; historic art and vibrant are missing; consider bullets which would be easier to read.

Goals for each Topic Area – What is in these goals will drive how we can spend our TIF dollars. Action items can be more specific and goals can be broad enough but strategic.

Items:

- i. Connectivity – Alex commented that transportation can be consolidated between line 1 and 4.
- ii. Land use – David asked for clarity on lines 2, 4 and 6.
Some suggestions - development revision and flexibility; consider height/view and increase density without impacting land use; clarify density use so that it is easy to understand; look at mixed-use in terms of height.
- iii. Placemaking – investments on signage that give people a sense of place where you know when you’ve arrived and left downtown. Be mindful on placement of gateway signage.
- iv. Economic Vitality – How do we generate revenue without increasing property taxes? There has to be a balance between these two. Address parking now and train/educate people of expected fees in the future. Look into survival of LDDA beyond TIF dollars. Long term planning for the sustainability of a revenue stream

that supports and promotes downtown. An example of revenue generation is the sales tax percentage in Louisville. Kimberlee added a possibility of looking into diversified future funding stream under leadership and management.

Protecting views – could be aligned with land use.

Jeff commented on adding in-fill development to Land Use goal #4

Business owners meeting survey results shown from this morning:

- Issues on state highway, parking and air pollution
- Satisfied with the adequate amount of downtown features; quality on alleys
- Least liked – bike lane; public restrooms; parking; housing; shopping options; dining; mid-block crossings; employment options
- Most liked - Community events; building character and heights; dining options; overall look and feel; arts and culture offerings; historic buildings
- Most want improved – parking; cleanliness; shopping options; dining options; housing options
- Longmont compared to other communities – a little better - 30%- , much better - 20%; same - 25%; worse – 20%+; much worse – 3%

Jeff noticed results on parking and housing are not evenly distributed.

Community survey – it is important to know from people who don't come downtown.

6. **EXECUTIVE DIRECTORS REPORT** - Parking Study budget exceeded due to additional three days of data collection. Vanessa from Kimley Horn is requesting more money to cover meetings and task force implementation. Kimberlee asked the Board to add \$5,000 to the budget.
Motion: Alex Sammoury moved to approve the addition of \$5,000 to the parking study budget, Burbidge Austin seconded the motion. The motion passed unanimously.

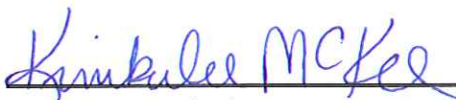
Next work groups and steering committee meetings is on November 7. Public open house will take place in the evening at 5:30 p.m. in the museum. Top 10 global trends will be a topic.

Thaxter left at 1:14 p.m.

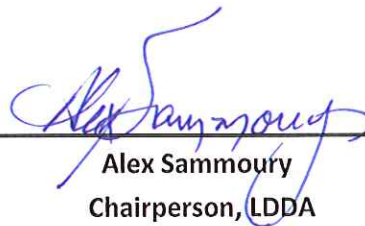
Draft on market assessment is finished and will be shared digitally.

7. **ITEMS FROM THE STAFF** - none
8. **BOARD MEMBER COMMENTS** - Jeff shared that RTD has no funding for the proposed project until 2031. Bus station has funding and can still be built.
9. **ADJOURN** – 1:19 p.m.

Respectfully submitted by:



Kimberlee McKee
Executive Director, LDDA



Alex Sammoury
Chairperson, LDDA