

MINUTES
LDDA BOARD OF DIRECTORS
528 Main Street, Longmont
September 26, 2007

Present: Chair: Alex Sammoury; Vice Chair: Tom Charles; Board Members: Bruce Sessions, Scott Moore, and Terry Diesburg; Councilmember: Karen Benker; Ex-Officio Members: Jim Golden

Absent: Board Member: Bill Sawyers

Guests: Tony Kindelspire (Daily Times Call); Kathy Weber-Harding (Longmont Chamber of Commerce); Hunter Barto, Dryden Dunsmore, and Lindsay Mydans (439 Main Street Property Owners); Gabe Santos; Chip Steiner (Ft. Collins DDA); Charles Kamenides (City of Longmont, Street Maint & SW Ops Manager); Dale Rademacher (City of Longmont, Director of PW & Water Utilities); Jeanne Marshall (City of Longmont, Parking Enforcement Supervisor)

Staff: Executive Director Mary Murphy-Bessler and Executive Assistant Denise Crosby

- 1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING at 4:20 PM.**
- 2. BOARD AND EX-OFFICIO MEMBER COMMENTS:** None.
- 3. DOWNTOWN DEVELOPMENT DIRECTOR REPORT:** Mary Murphy-Bessler and Denise Crosby attended the Colorado Community Revitalization Association (CCRA) conference in Pueblo, Colorado on September 11, 2007. Mary discussed the International Downtown Association (IDA) conference she attended in New York. Mary described the brochures she picked up and distributed to the Board from the conference in New York. Mary advised the Board that the City of Longmont's Creek Walk will no longer be put on by the Police Department. Recreation Services has taken this event over and will be changing the name to Longmont Lights and will be bringing the holiday celebration to the Downtown and Roosevelt Park. This year the event will be a limited collaboration between the LDDA and the City of Longmont.

Karen Benker and Bruce Sessions arrived at 4:23 PM

- 4. APPROVAL OF AGENDA:** A motion to approve the agenda with the change of the New Business item D. (DDA Legislation/TIF) moved up to item B., and items B. (DIP Request – 461 Main Street) and C. (DIP Request – 439 Main Street) moved down to become items C. and D. respectively was made by Board Member, Bruce Sessions and seconded by Board Member, Terry Diesburg passed unanimously.
- 5. APPROVAL OF MINUTES:** A motion to approve the August 8, 2007 minutes was made by Board Member, Bruce Sessions and seconded by Board Member, Scott Moore passed unanimously.
- 6. PUBLIC INVITED TO BE HEARD:** None.
- 7. NEW BUSINESS:**
 - a. Lodger's Tax – Request for Endorsement, Kathy Weber-Harding of the Longmont Chamber of Commerce spoke on behalf of the Longmont Area Visitors Association (LAVA). Kathy handed out a pamphlet on the Lodger's Tax. She went on to discuss what the tax is as well as described two posters that were put up on easels for all to see. The posters reflected Longmont as being a centrally located city with great potential for visitors to pass through. The proposed 2% (two cents on each dollar of purchase) Lodger's Tax is an excise fee, placed on lodging services to be paid by

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lodgers not residents of the City of Longmont. On behalf of LAVA, Kathy asked all present to please vote to support the Lodger's Tax Initiative this year. Kathy specifically requested the LDDA Board endorse the lodger's tax and to support the Longmont Area Chamber of Commerce in the efforts to move this into a new venture promoting the City of Longmont to visitors. Mary Murphy-Bessler asked, if the tax passed, how the funds received would be managed. Kathy answered, there will be a contract drawn up between LAVA and the City of Longmont and the management of the monies would be clarified within the contract. A motion to endorse the Lodger's Tax was made by Board member Bruce Sessions and seconded by Board Member Scott Moore passed unanimously.

- b. DDA Legislation/Tax Increment Financing (TIF) – Presented by Chip Steiner, Executive Director of Fort Collins, Colorado's DDA: Chip Steiner, Executive Director, Fort Collins DDA presented to the Board a draft proposal of an amendment to DDA legislation that would allow DDAs to continue using tax increment financing beyond the 30-year window currently authorized. The Fort Collins TIF expires 2011 with Grand Junction and Longmont TIF's sun setting the following year. TIF's are a great tool of financing but take decades for it to accumulate the resources to become even modestly effective. At the point where a DDA TIF cash flow becomes effective, the ability to do long-term financing is gone. It is way too expensive and very difficult to issue short-term obligations. DDAs typically operate within a finite and static area. They cannot annex hundreds of acres to allow for expanded development opportunities. However Greenfield development has no such limitations and it is forever expanding. This means that a DDA, within its static base area, is competing with ever-growing regional commercial and residential development. The proposal being constructed would extend the 30 year window by an initial period of ten years and at the same time roll up the base year by ten years. For instance, if a DDA window expires in 2011, the amendment would extend the use of TIF through 2021. However, your base year for calculating the accumulated tax increment would be moved up by ten years. With the example above, the original base year would have been 1981. The amendment would move the base up to 1991. The DDA would lose the increment from those 10 years. The TIF collections from that period would be returned to all the overlapping taxing entities. *Enclosed in the minutes is a copy of the letter from Chip Steiner to all Colorado DDAs.*

Jim Golden arrived at 4:45 PM

- c. DIP Request – 461 Main Street – Abbondanza, Bob Goff, Property Owner
DIP REQUEST: \$525.00
Estimated Total Cost of Project: \$1,050.00
Board Approved: \$525.00

Mary Murphy-Bessler presented for Bob Goff's DIP request for redoing the awning at 461 Main Street. Bob has been in business for ten years and just purchased the building. This is the first request to the LDDA.

A motion to approve the DIP request to Bob Goff in the amount of \$525.00 for 461 Main Street was made by Board Member, Bruce Sessions and seconded by Board Member, Tom Charles passed unanimously.

- d. DIP Request – 439 Main Street – Johnny O's, LLC, Property Owner
DIP REQUEST: \$3,250.00
Total Cost of Project: \$6,500.00
Board Approved: \$3,125.00

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Dryden Dunsmore, Hunter Barto and Lindsey Mydans presented the upgrades they are planning for 439 Main Street. Karen Benker asked if there was a tenant lined up. Dryden said no. Karen asked about HVAC. Hunter thought both the roof and HVAC are in good condition. Dryden, Hunter and Lindsey described their professional backgrounds. They anticipate the project being done before the end of the year.

A motion to approve the DIP request to Johnny O's, LLC in the amount of \$3,125.00 for 439 Main Street was made by Board Member, Tom Charles and seconded by Board Member, Scott Moore passed unanimously.

Karen Benker requested Mary Murphy-Bessler contact the owners (Michael's and Avila's) of 436, 438, 440 and 442 Main Street to request they either remove the brown paper lining in the windows during construction or perhaps put up some posters to make it look a little nicer while the building is in transition. Mary agreed to contact them and make this request.

- e. Downtown Public Works Initiatives – Presented by Dale Rademacher, Director of Public Works and Water Utilities and Charles Kaminides:
 - i. Proposed Snow Removal Policy: Dale reviewed the blizzard of 2006 and the City of Longmont's response to it. The City first prioritizes its resources and where to send said resources. The primary snow removal routes were discussed. Dale noted 9th to 2nd Avenue in the Downtown area had been given special treatment in their snow removal efforts. One way the City of Longmont can support the DDA is to have an outside contractor on call for snow emergencies. Dale discussed having a "no parking on snow routes policy when the city declares a snow emergency". Perhaps signs in the Downtown as Longmont had in the past. Karen Benker asked when a snow emergency would go into effect and subsequently recalled. Dale felt this would apply only when fifteen inches of snow had fallen and other criteria (such as temperature and/or the City Manager making this decision). This could be communicated via every media the City has access to. Last year the Times-Call was a great help in getting information out to the general public. Dale wanted feedback/suggestion/ideas from DDA regarding roads, sidewalks, parking areas, and alleyways. Mary said having a plan A, B, and C on where to and where not to park could help in the future. Mary will have snow removal contracts signed as a back up to City's resources. Dale does not have contracts signed by snow removal companies, and noted there are agreements called standby contracts that you pay for to ensure you are that contractors first priority for service. Dale will call the contractors used last year and ask if they need a standby contract to give the City the same service in the future. Dale is trying to contract mostly local community members. Dale wants to work with the City's Parks Department and the LDDA to find out funding sources for a sander. Mary requested from Dale a snow removal policy and a communication plan by October 31, 2007.
 - ii. Downtown Recycle Program: Charlie explained 8-10 recycle bins will be placed on 500 block by next week as a pilot test. Karen Benker asked if Charlie could add more of an explanation on the containers. Charlie advised the City is going to single stream recycling by mid next year and decided not to put too many instructions on the bins. Charlie explained he wanted to start in Downtown and market a green Downtown in order to get the general public on board with public recycling.
 - iii. Alleyway Improvement Project: Dale reviewed a capital improvement project years ago for the alley. (DR-8 Downtown Alley Improvement, and last appeared in the CIP in 1997.) Dale will work with Mary Murphy-Bessler to

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come up with a viable plan for a proposal for a new CIP request to ensure the sound infrastructure of the alleyways. Karen Benker asked would electric and street funds along with LDDA funds support improvements to the alleyways. Dale said yes if there are upgrades to the utilities and structure. Mary was advised by the LDDA Board of Directors to call Dale to initiate this project.

- iv. Transportation Study – Hover Street – Main Street: A destination and ordinance study is being pursued by the City and proposals will be in next week. This will look at the pass through traffic through Downtown. Secondly the results of the study may be used to get some funding to identify the ability to reduce the lanes of traffic on Main Street. Dale hopes to identify the traffic impacts. Mary Murphy-Bessler said the timing of this study is perfect based on the discussions the LDDA Board has had regarding angled parking. Dale suggested doing barricades and traffic rerouting to give the City of Longmont a case study on how traffic flow would go. Dale's department has equipment to do this type of study. Dale explained the dilemma is that we have to do the study first and then have Colorado Department of Transportation (CDOT) concur that they would entertain this concept.

8. OLD BUSINESS:

- a. Discussion on Parking Regulations: Terry Diesburg asked if the LDDA could increase free parking from two to three hours Downtown. Mary Murphy-Bessler explained we would be working with the City of Longmont to make such changes. When it comes to the street, the City establishes policy not the LDDA. Any parking lot changes would go through the LDDA, but the changes would be brought before the Longmont City Council for approval. Jeanne Marshall, City of Longmont Parking Enforcement Supervisor, explained parking is always a balance between trying to keep parking open for people who are coming Downtown to shop and not having parking available so long that those who work in the Downtown occupy spots slated for customers. Jeanne explained moving the parking to 3-hours makes it quite attractive for works to occupy customer parking spots. Mary explained there is 3-hour parking already available in the Downtown and this may need to be communicated better. The LDDA's new brochure/map will highlight 2 and 3 hour parking areas. In addition Mary suggested the future holds a pay-as-you-go approach to parking in Downtown Longmont.

9. ITEMS FROM THE STAFF

The Halloween Parade and Trick or Treat Street is set for Saturday, October 27, 2007. The items for the LDDA Board retreat will be determined in October. THERE WILL BE NO MEETINGS IN NOVEMBER AND DECEMBER 2007 AS THE BOARD RETREAT IS SCHEDULED FOR FRIDAY, DECEMBER 7, 2007.

10. BOARD MEMBER COMMENTS: None.

11. PUBLIC INVITED TO BE HEARD: None.

12. ADJOURN: The meeting was adjourned at 6:18 PM.

Respectfully Submitted by:

Denise Crosby
Secretary to the LDDA Board

Alex Sammoury
Chairperson, LDDA