

CITY COUNCIL COMMUNICATION



MEETING DATE: January 23, 2024

ITEM NUMBER: 12.{{item.number}}

SECOND READING:

{{customfields.ResoOrdNumber}}

TYPE OF ITEM: General Business

PRESENTED BY:

Joni Marsh, City Manager's Office, Joni.Marsh@longmontcolorado.gov

Sarah Leonard, CEO, Chief Destination Stewardship Officer, Visit Longmont

SUBJECT/AGENDA TITLE:

Visit Longmont Board Appointments

EXECUTIVE SUMMARY:

At the Visit Longmont Board of Directors' and team retreat in October 2023, the organization updated their bylaws to include new and defined board seats. The new seats were updated to improve representation from sectors of the community to continue to inform and to strengthen the goals of Visit Longmont. Additionally, Visit Longmont will conduct board recruitment, while maintaining a strong connection with the Longmont City Council.

COUNCIL OPTIONS:

1. Approve slate of board appointees as presented.
2. Do not approve slate of board appointees as presented.

RECOMMENDED OPTIONS:

Approve the slate of board appointees as recommended by motion.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION:

NA

BACKGROUND AND ISSUE ANALYSIS:

At the Visit Longmont Board of Directors' and team retreat in October 2023, the organization updated their bylaws to include new and defined board seats. The new seats were updated to improve representation from sectors of the community to continue to inform and to strengthen the goals of Visit Longmont. Additionally, Visit Longmont will conduct board recruitment, while maintaining a strong connection with the Longmont City Council. A slate of the three new board seats is also presented, for review and ratification by the Longmont City Council.

Section 2.4 As per a resolution of the Board of Directors (October 2023), the initial board of directors' terms and criteria will expire at the annual meeting at which new directors are appointed. The current board of directors shall make every attempt to recruit and appoint at a minimum, directors representing various travel, tourism, hospitality, and economic development sectors. These may include:

1. *A minimum of one director representing the accommodations sector within the community of Longmont or surrounding area. This may be a hotelier, campground owner, or bed & breakfast representative.*
2. *A minimum of one director representing short-term rental properties within the City of Longmont.*
3. *A minimum of two directors representing primarily hospitality or tourism businesses operating within the Longmont community or surrounding region.*
4. *One director representing Longmont's economic development sector.*
5. *Any remaining directors which are designated At-Large directors.*

Additionally, the board of directors shall include:

- a) *One director selected by the Longmont City Council that is an existing member of the Longmont City Council.*

The board of directors will recruit and recommend the following seats, representing one third of the total number of directors, be approved by the Longmont City Council:

- b) *One director representing the arts and culture sector of Longmont and the surrounding area.*
- c) *One director representing the sustainability or sustainable development sector of Longmont and the surrounding area.*
- d) *One director representing the outdoor recreation sector of Longmont and the surrounding area.*

Visit Longmont Slate of new Board Directors 2024

Sustainability Sector Board Seat: Byron Kominek, founder of Jack's Solar Garden just south of Longmont. Jack's Solar Garden is a 1.2 MW solar array providing clean energy into our community while acting as the premier site in the country for agrivoltaics - coupling solar energy with agriculture. Byron is also the Executive Director of the Colorado Agrivoltaic Learning Center operating out of Jack's Solar Garden to provide educational tours, events, and workshops for community members and enthusiasts from around the country. He is a former US diplomat having served with the US Agency for International Development in Zambia and Mozambique with portfolios that included forestry and wildlife conservation programs. Byron is a returned Peace Corps volunteer, a



former Doctors Without Borders volunteer, a former environmental consultant, an Appalachian Trail through-hiker, and works with the Flatiron Farmers Coalition. He lives on his family's farm at Jack's Solar Garden tending 24 acres including sheep, geese, ducks, and chickens. Byron is engaged in agritourism on his land and hopes to expand his offerings and opportunities to seek new clients. He holds a M.Sc. in environmental engineering from the University of North Carolina - Chapel Hill.

Visit Longmont Arts & Culture Board Seat: Erik Mason is the recently appointed Director at the Longmont Museum, after spending more than 20 years working in the Longmont Museum's historic photograph, archive, and object collections. He is the author of Longmont: The First 150 Years, a richly illustrated book exploring the history of Longmont, for sale at the Longmont Museum and Barbed Wire Books. A native of Boulder, Colorado, Erik has an M.A. degree in History Museum Studies from the Cooperstown Graduate Program of the State University of New York.

Visit Longmont Outdoor Recreation Board Seat: Jeff Friesner is the Director of Recreation and Culture, with the City of Longmont. Jeff has been in the Recreation industry for over 35 years with experience in developing and conducting athletic tournaments and special events of all sizes. Jeff helped increased the number of rounds of golf played in Longmont to over 118,000 rounds annually.

ATTACHMENTS:

None