

**Loveland Downtown Development Authority  
Meeting Minutes – May 23, 2016**

**The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on May 23, 2016 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:31 p.m.

2. **Roll Call:**

**Present:** Rutledge, Caldwell, Steele, Cook

**Absent:** Donnelly, Fogle, Goacher

**Staff:** Wedding-Scott, Executive Director; Poplaski, Admin Coordinator

**City Employee:** Mike Scholl, Economic Development

**Guest/s:** Michael Curry, Resident

3. **Public Comment:** Resident Michael Curry requested that the public comment also be added to the end of the meetings in addition to the beginning. The Board indicated they would take it under consideration.

4. **Approval of Minutes:**

*Cook moved to approve the meeting minutes from the May 9, 2016 meeting, Steele seconded the motion; the motion carried.*

5. **Presentations/Updates:**

District Messaging: Brad Shannon with Shannon Communications presented on the Downtown District Messaging for the upcoming DDA election. Shannon presented the Downtown messaging, tasks, challenges, opportunities and deliverables.

South Catalyst Update: City of Loveland Economic Development Manager, Mike Scholl presented an update on the South Catalyst Project. The abatement and demolition has begun and is going smoothly. The abatement has started with the buildings being wrapped for asbestos. The demolition will continue through mid-August. The Catalyst parking structure design is under review and there will be additional information presented to the Boards after the public outreach meeting. The next public outreach meeting is the Night on the Town on June 10, 2016. The project financial review will be presented to the City of Loveland City Council on May 24, 2016. The alleyway trash services need to be coordinated under one contract for the Backstage Alley area to improve the walkability; Scholl recommended the DDA coordinate with businesses to improve Backstage Alley as the project continues to move forward.

6. **Façade Program & Updates:** None.

7. **Action Items:** Wedding-Scott presented the revised DDA Plan of Development. And, asked the Board for direction on whether or not the section on Financing Methods –

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specifically Sales Tax increment (both base and increment) should follow City sales tax codes regarding taxation and exemption. The Board concurred. Wedding-Scott advised the Board the DDA Plan of Development will go to the Planning Commission June 13, 2016. She also advised that the LDP Board took affirmative action at their morning meeting to recommend approval of same.

*Cook moved to approve the DDA's revised Plan of Development as presented and further to refer said Plan to the Loveland Planning Commission and the City of Loveland City Council with a recommendation for approval, Steele seconded the motion; the motion carried.*

**8. Staff & Executive Director Report (Wedding-Scott):**

**Update (Election, Communication, Branding, Development)**

- **Election Strategy Update** – Wedding-Scott advised the Board that the DDA Plan of Development will go to the Planning Commission June 13, 2016, and encouraged all Board members to attend. Wedding-Scott announced the Master Constituency List is not completed due to the contracted consultant not completing the assignment. Due to time constraints the project has now been contracted with another consultant and will be completed within the next two-weeks. Wedding-Scott announced upcoming events, including, the Business Breakfast on Friday May 27, 2016 at 7:30 a.m. in the office, a special meeting on Fire & Building Codes at the beginning of June and the final Disruptive Behaviors FAQ's meeting in June.
- **Downtown Marketing Plan** – Wedding-Scott announced the next Marketing Taskforce meeting is tomorrow May 24<sup>th</sup> and will concentrate on strengths, weaknesses, opportunities, and threats.
- **Branding** – Wedding-Scott announced the branding is complete and promotional product continue to be ordered. And, thanked Jennifer and Lori Evans for all their work on the graphics and promotional materials.
- **Development** – Wedding-Scott announced she met with CANDO and has worked to collaborate with them on the physical infrastructure issues facing Downtown. The group reviewed the City of Loveland's 10-year capital budget for the Downtown District at their lunch meeting last week.

**9. Other Matters:** None.

**10. Liaison Reports:** None.

**11. Agenda Items for Upcoming Meetings:**

- Alan Krcmarik will present the Larimer County Financial study (TIF) at the next meeting.

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- Discussion on vacant DDA Board positions with recommendations.

**12. Adjourn:**

*Rutledge moved to adjourn the meeting, Cook seconded the motion; the motion carried.*

**The meeting adjourned at 8:21 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date