

**Loveland Downtown Development Authority
Meeting Minutes – October 24, 2016**

**The regular meeting of the Loveland Downtown Development Authority (DDA)
Board of Directors was held at 6:30 p.m. on October 24, 2016,
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:37 p.m.

2. **Roll Call:**

Present: Caldwell, Cook, Donnelly (6:40), Goacher, Rutledge

Absent: Fogle, Steele

Staff: Wedding-Scott, Executive Director, Rosenberger, Administrative Coordinator

City Employees: Mike Scholl, Economic Development Manager (7:00); Alan Krcmarik, City of Loveland Fiscal Advisor

Guests: None.

3. **Public Comment:** None.

4. **Approval of Minutes:**

Rutledge moved to approve the meeting minutes from the September 26, 2016 meeting, Goacher seconded the motion; the motion carried.

5. **Presentations/Updates:**

The Foundry, Mike Scholl: On Scholl's behalf, Wedding-Scott provided an update on The Foundry project which Scholl presented earlier at the LDP Board meeting. The Agreement with Brinkman is currently being reviewed by the City Attorney and the development team; City Council is scheduled for a preliminary review on November 1st with final approval on November 15th. Ground breaking is anticipated April 2017. Wedding-Scott advised that Troy Bliss of the City Planning Department is working on a design for Backstage Alley and she asked for two members of the Board to consider participating on a review committee – Rutledge and Cook volunteered. The Board discussed trash containment in the alley and other HIP Street Planning guidelines. Brinkman is installing fences around the property and Wedding-Scott suggested vinyl banners with the Downtown District logo be displayed.

The Pulliam, Mike Scholl: On Scholl's behalf, Wedding-Scott provided an update on The Pulliam Building. After Scholl's presentation of the BBC Market and Usage Study, City Council agreed to partner with the Pulliam Building Foundation and will contribute up to \$1.5M towards the first phase of the project. The Foundation has indicated a commitment to \$500,000. The City Council has requested Scholl to provide an implementation plan and report in December.

HIP Streets Master Plan: On Scholl's behalf, Wedding-Scott provided an update on the HIP Streets Master Plan. She advised the Master Plan adopted in 2009 is outdated and discussions are underway to update the plan in 2017. Derf Green has finished his inventories of trash cans, fire hydrants, benches and more in the Downtown District. His inventories and GIS mapping

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layers were provided to the City and they have now mapped all inventories as well. Scholl and Wedding-Scott contacted and met with representatives of Stanley Consultants (formerly Nuszer Kopatz), urban design consultants, for their assistance in updating the existing HIP Street Master Plan. Wedding-Scott reported that another urban design consultant, studioINSITE, contacted her and they are meeting next week.

6. **Façade Program & Updates:** Wedding-Scott reported the City has revised the LURA Agreement and the revisions were well-received by both Verboten and Dark Heart Coffee. The revisions included removal of the LDP/DDA's property interest and other language which necessitated costly title searches and possible liens in the event tenant was in default. Wedding-Scott anticipates these two businesses will resubmit their applications for façade funding which will come through LURA and the money needs to be disbursed by year end assuming the DDA election is successful. Dark Heart received their permit to begin construction and also plans to submit a second application for funding in order to improve public sidewalks, extending from their place of business up to and including a handicap-accessible corner at Jefferson and 4th Street. Scholl advised that Felicia Harmon contacted him about applying for a Façade grant for the Feed and Grain.

7. **Staff & Executive Director Report (Wedding-Scott):
Update (Election, Communication, Branding, Development)**

- **Election Strategy Update** – Wedding-Scott announced the DDA voting ballots are out and they include a pros/cons statement in lieu of a blue book. She advised the October Business Breakfast will be held at ArtSpace Friday morning and business owners have been reminded to bring their Voter Eligibility Affidavits. Wedding-Scott advised she plans to email to our distribution list of approximately 160 names to remind them of their right to vote.
- **Downtown Communications Strategy** – Wedding-Scott provided an update on the Business Alliance and its committee has met to create the business structure and will schedule regular meetings. Its focus will be on social media and printed media initially, and it will take a lead on downtown events. Wedding-Scott advised the DLA matters, including tax filings, post office box, etc. are being settled and they will need to meet to formalize revisions to their bylaws. Wedding-Scott reminded the Board about the upcoming Small Business Saturday and Winter Walk and there has been good communication with the businesses and relationships are growing. Wedding-Scott reported on the Festival of Lights event, its performers (carolers, dancers and the Loveland High School Drumline), and that street lighting will be soft-white lights in lieu of the initially proposed RGB color-changing bulbs. When the Festoon bulbs receive their UL rating next Spring, the white lights will be replaced with new color-changing ones. Wedding-Scott advised she met with an independent contractor who is new to our area and has extensive corporate experience in training businesses to market through their brands. A January kick-off is being planned for him to provide training and education for downtown business owners. Wedding-Scott advised that the LDP has joined Loveland Chamber of Commerce and a Ribbon Cutting is scheduled for noon on November 8th.
- **Branding** – Wedding-Scott announced she is continuing to work with the City Water & Power and Public Works to determine ownership of City trashcans and benches in order to affix the Downtown District logo metal signs. Ownership is still being determined.

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- **Development** – Wedding-Scott reported that CDOT has approved the design on the US 287 curve and a public meeting is scheduled for November 17th at Loveland Public Library.

8. **Other Matters:** The Board discussed and elected to cancel the Regular Meeting scheduled for November 28, 2016, due to the Thanksgiving holiday schedule. Wedding-Scott reminded the Board the new schedule for their meeting begins in December with only one meeting per month; the Board will communicate their selection of day and time. Scholl reported he was contacted by a real estate broker regarding development south of First Street and that this activity is a positive reflection of The Foundry project.

9. **Liaison Reports:** None.

10. **Agenda Items for Upcoming Meetings:** None

11. **Adjourn:**

Caldwell moved to adjourn the meeting, Cox seconded the motion; the motion carried.

The meeting adjourned at 7:45 p.m.

Sharon Rae Cook, Secretary/Treasurer

Date