

**Loveland Downtown Development Authority
Meeting Minutes – July 10, 2017**

**The Regular Meeting of the Loveland Downtown Development Authority (DDA)
Board of Directors was held at 4:00 p.m. on July 10, 2017,
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

1. **Call to Order:** Chair Goacher called the meeting to order at 4:05 p.m.
2. **Roll Call:**

Present: Cook, Fogle (4:14), Goacher, Rutledge, Steele

Absent: Caldwell, Donnelly

Staff: Wedding-Scott, Executive Director; Rosenberger, Executive Assistant

City Employees: Mike Scholl, Alan Krcmarik, Bob Paulsen and Troy Bliss (Development Services)

Guests: Jeff Feneis (Loveland Housing Authority), John Salsbury (Grayline Strategies), Keith Meyers (Ditesco)
3. **Public Comment:** None
4. **Approval of Minutes:**

Rutledge moved to approve the meeting minutes of the Regular Meeting of June 12, 2017, Goacher seconded the motion; the motion carried.

Rutledge moved to approve the meeting minutes of the Special Meeting of June 16, 2017, Goacher seconded the motion; the motion carried.

5. **Presentations/Updates:**

Keith Meyers (Ditesco), City of Loveland Project Manager for The Foundry, presented an update on the project and advised it is on schedule. Current construction on the parking garage includes installation of caissons, foundation, shoring, other subterranean work, environmental remediation due to asbestos pipes and underground storage tank, and grading of the pad for the mixed-use building on Lincoln. Road improvements, including right-of-way on Lincoln and Cleveland and restriping South Cleveland, are complete; and material has been staged at the site of the hotel. Scholl commented that any issues relating to construction will be handled by Meyers. Further, the closing between the City of Loveland and Brinkman is complete and the ground-breaking ceremony is scheduled for July 12th. In response to Steele's comment regarding project documentation, Scholl asked for permission to install a time-lapse camera on the roof of The Friendly Pawn (owned by Steele).

Jeff Feneis, Loveland Housing Authority, presented on the findings of a recent survey (Survey Summary 2017 on file) intended to get a perspective from business owners' interest regarding affordable housing in the downtown district. Eighty-five percent of those who completed the survey indicated that affordable housing is an issue in downtown Loveland and some employers are concerned their employees cannot afford to live in the area. However, a mentality of "Not in my Back Yard" exists. The result of the survey indicates there is a definite need for affordable housing and that more work needs to be done on educating people. Wedding-Scott commented the survey is a first step in gathering information and that demographics will be made available in 2018.

**Loveland Downtown Development Authority
Meeting Minutes – July 10, 2017**

Bob Paulsen (Planning Manager), City of Loveland-Development Services, presented an overview of Standards and Building Codes, and the primary work of the Planning Department. Paulsen advised that the BE zoning district was established six years ago in order to promote downtown standards & zoning for the historical protection, to foster development, increase density, and provide building fundamentals. Standards primarily pertain to the downtown's character, height restriction, pedestrian-friendly streets, and use of exterior building materials. He concluded that anyone interested or with questions are invited to visit their offices, and planners are happy to work with both professionals and novices to discuss exterior standards (interior standards are handled by the Building Division). He also advised that the zoning code is being updated by the end of 2017 for clarity.

Paulsen introduced Troy Bliss, Sr. Planner assigned to downtown design. Bliss advised he assists in establishing Standards in the BE Zoning District (Zoning Map on file) and highlighted four character areas with differing elements, including 1) 4th Street (Washington to Garfield), 2) the Core which includes businesses and The Foundry, 3) Transition Areas (neighboring residential), and 4) General (south of 1st Street). He commented he is working with David Eisenbraun and the HIP Streets Redevelopment Plan with regards to street-scaping.

Wedding-Scott invited Paulsen and Bliss to meet with the Façade Working Group to discuss historical characteristics which are necessary on exterior facades for City approval.

6. Façade Program & Updates:

Wedding-Scott reported that, with the exception of the Loveland TapHouse, there have been no new developments or updates to either in-process or pending projects, and their status is outlined per the Agenda. She advised that the Loveland TapHouse Façade Improvements Agreement has been finalized and she is waiting for the recorded copy of the Agreement from the Larimer County Clerk's office.

7. Action Items: None

**8. Staff & Executive Director Reports
(Developments, Election, Communications)**

○ **Developments Update (Mike Scholl) -**

The Foundry: Update presented earlier by Keith Meyers, Ditesco.

The Pulliam: Scholl provided an update on The Pulliam building and advised the City is in the process of getting bids and that construction activity will begin by late summer or fall. The City is also working with BBC Consulting regarding management of the facility, and is inviting a group of promoters and potential users to take a tour of the facility and provide feedback.

Heartland Redevelopment: Scholl provided an update on the Heartland Corner and advised that the City has been in deeper discussions with the developer; however, its spokesperson has been on vacation.

**Loveland Downtown Development Authority
Meeting Minutes – July 10, 2017**

○ **DDA Election / City of Loveland (Wedding-Scott) -**

Wedding-Scott commented that John Salsbury (Grayline Strategies) will present on the DDA Election Strategy. Salsbury reported on Grayline's community outreach and advised businesses are happy to engage in discussing redevelopment and supporting the downtown district. He advised an Issues Committee has been formed and is filing appropriate documentation with regards to fair campaign practices.

Wedding-Scott further commented several individuals have pledged monies in support of a successful campaign and there will be two readings (August 2nd and 15th) to set the ballot title. Fogle advised other items on the November ballot include four council positions, broadband, and possibly the position of mayor.

Wedding-Scott commented that the City Council / LDP|DDA Joint Study Session is tomorrow (July 11th at 6:30 pm) and reminded all board members should be present. Façade development, financing, and election will be its focus.

○ **Downtown Communications / Other (Wedding-Scott) -**

Wedding-Scott reported the Northern Colorado Economic Alliance will be visiting Downtown Loveland on August 11th and that the LDP | DDA has been asked to host their breakfast meeting.

Wedding-Scott reported on the completion of the CIRSA audit and the DDA received a 100%. However, it was recommended a cyber policy be created.

Wedding-Scott advised that the Business Alliance leadership team has been meeting regularly and their goal is to reach a membership of 100. These members are essential and provide sponsorships of Night on the Town and the Downtown District LIVE music celebrations. July sponsorships are outlined per the Agenda. Wildrock continues with social media publicity of summer and downtown happenings including blogs, newsletters, and FaceBook posts. WildRock's contract ends in July and will be evaluated. In addition, the Business Alliance recently approved a new Walking Map of the Downtown District which highlights activities and businesses. It will be printed and then distributed to area businesses, hotels, and the Loveland Chamber of Commerce.

Wedding-Scott commented on the success of the Downtown District LIVE music celebration held on June 24th. She advised that over \$17,000 was pledged in sponsorship of the three summer events and the holiday Festival of Lights event in November. Fogle commented that Visit Loveland is planning a 6-week "Winter Wonder Lights" and, unfortunately, a downtown merchant is questioning the City's support of it in lieu of the Downtown District. Wedding-Scott commented on her appreciation of the City's support of downtown events which includes over \$110,000 spent on events such as the Corn Roast, Loveland Loves BBQ, and other events and advertising. The Board conferred that the City is very supportive of the Downtown District and suggested its merchants be creative in inviting visitors downtown while they are enjoying the Winter Wonder Lights being held at Centerra.

Wedding-Scott announced we are needing volunteers to help with the LDP Ambassador Booth at Loveland Loves BBQ (July 15) and Downtown District Live (July 29). In addition, she reported on her recent meeting with bar, restaurant, and entertainment owners and

**Loveland Downtown Development Authority
Meeting Minutes – July 10, 2017**

the police department regarding enforcing noise and smoking ordinances and that owners will help to identify problems. Wedding-Scott commented that the Police Dept. will be providing more police presence (4-hour over-time shifts) throughout the downtown area.

9. **Liaison Reports:**

- **Fogle, City Council.** Fogle advised that the Broadband Issue will be on the November ballot so that citizens make the decision on whether the City should provide high-speed internet service.

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

11. **Adjourn:**

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

The meeting adjourned at 6:49 p.m.

Ray Steele, Secretary/Treasurer

Date