

**Loveland Downtown Development Authority  
Meeting Minutes – May 9, 2016**

**The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on May 9, 2016 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:35 p.m.

2. **Roll Call:**

**Present:** Rutledge, Goacher, Caldwell, Fogle, Steele

**Absent:** Cook, Donnelly

**Staff:** Wedding-Scott, Executive Director

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

**Guest/s:** Harrison Hand, Resident; Melanie Crandall, Resident; Michael Curry, Resident

3. **Public Comment:** None.

4. **Approval of Minutes:**

*Rutledge moved to approve the meeting minutes from the April 25, 2016 meeting, Steele seconded the motion; the motion carried.*

5. **Presentations/Updates:**

South Catalyst Update: City of Loveland Economic Development Manager, Mike Scholl presented an update on the South Catalyst Project. Demolition starts May 16<sup>th</sup> through mid-August. The parking structure design is under review. The first round of budget evaluation is completed. The next public outreach event will be at the 'Night on the Town' on June 10<sup>th</sup>. Marketing brochures are now available.

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

7. **Action Items:** None.

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. Wedding-Scott announced that the LDP had suggested getting more information regarding the impacts of including sales tax on food for home consumption in the base and tax increment going forward. That information will be presented at the May 23<sup>rd</sup> meeting. The Board agreed that having more information would be valuable in making a decision – recognizing some political hurdles within the community. The Board also

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agreed the need to move forward with the debt question of \$75M that was in the 2015 ballot.

- **Downtown Marketing Plan** – Wedding-Scott provided an update on the first Marketing Task Force meeting; everyone invited to attend was present and interested in working on a Market plan for the Downtown District. A follow up meeting is scheduled for two weeks.
  
- **Branding** – Wedding-Scott presented the branded canopy and other promotional products to the Board.
  
- **Development** – Wedding-Scott provided an update on the Heartland Corner project and advised it is currently in review with the City.

9. **Other Matters:** None.

10. **Liaison Reports:** Fogle announced the City Council has been quiet; there is a proposed transportation project for I-25 and Hwy 34; and the airport has a new name – “Northern Colorado Regional Airport”.

11. **Agenda Items for Upcoming Meetings:** Alan Krcmarik will present the Larimer County Financial study (TIF) at the next meeting.

12. **Adjourn:**

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

**The meeting adjourned at 8:00 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date