

**Loveland Downtown Development Authority  
Meeting Minutes – July 11, 2016**

**The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on July 11, 2016 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:30 p.m.

2. **Roll Call:**

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

**Absent:** Donnelly

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

**City Employee:** None

**Guest/s:** Ray Steele, Sr., Friendly Pawn

3. **Public Comment:** None

4. **Approval of Minutes:**

*Goacher moved to approve the meeting minutes from the June 27, 2016 meeting, Fogle seconded the motion; the motion carried.*

5. **Presentations/Updates:**

**South Catalyst Project:** Wedding-Scott provided an update on the South Catalyst Project. The City is currently meeting with Brinkman on negotiating a draft of terms and conditions, the negotiation will continue through August 16<sup>th</sup> when the results are scheduled to be presented to the City Council. The City has hired Mike Anderson to produce a financial analysis report for the S. Catalyst project. Anderson's report is currently in the second draft and once finalized it will be presented to the Board.

**Façade Program & Updates:** None

6. **Action Items:** Wedding-Scott received the final application for the LURA agreement for Phase 2 – Façade Improvement reimbursement request for the Arcadia façade. Jim, Doug, Clay and Dan have met with Howard Perko, property owner and Donald Wride with Goldstar Real Estate (tenant) on the improvements requested which include a Goldstar sign and awnings. The LDP|DDA has requested lighting to be added to activate the pedestrian access on Cleveland. The application is currently under review

7.

8. by the Façade Program working group. The matter was deferred until the working group could meet again to discuss further.

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

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

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- **Election Strategy Update** – Wedding-Scott announced the LDP|DDA will be presenting at the City Council's Study Session scheduled for July 12<sup>th</sup>. This is intended to be an annual update however it is not a requirement of the contract with the City.
- **Downtown Communications Strategy** – Wedding-Scott advised the Board that advocacy supporting the ballot questions as a Board will stop on August 16<sup>th</sup> for the DDA election ("go dark"). Final messaging and collateral materials for the election are currently being printed and distributed.
- **Downtown Marketing Plan** – Wedding-Scott announced the Marketing Taskforce is meeting July 12th at 7:30 a.m.
- **Branding** – Wedding-Scott announced Blackjack Pizza printed the branding logo on their new menus. Wedding-Scott advised the Board that the LDP had earlier requested a copyright on the logo.
- **Development** – Wedding-Scott announced the DDA Plan of Development was approved by the Planning Commission and is scheduled for the July 19<sup>th</sup> City Council Study Session.

10. **Other Matters:** Wedding-Scott announced the LDP|DDA outreach event with property owners is next Monday July 18<sup>th</sup> from 4:00 p.m. to 6:00 p.m. Wedding-Scott announced the Loveland Loves BBQ event and Cherry Pie Festival is this upcoming weekend and volunteers are needed. The residential outreach event at Artspace is August 5, 2016 from 6:00-8:00 p.m. The Joint Board Session is August 15th at 7:30 a.m. at the Rialto Devereaux Room.

11. **Other Matters:** None

12. **Liaison Reports:** Fogle announced the new City Manager is Steve Adams.

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

14. **Adjourn:**

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

**The meeting adjourned at 8:10 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date