

**Loveland Downtown Development Authority  
Meeting Minutes – November 14, 2016**

**The regular meeting of the Loveland Downtown Development Authority (DDA)  
Board of Directors was held at 6:30 p.m. on November 14, 2016,  
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

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

2. **Roll Call:**

**Present:** Caldwell, Fogle, Goacher, Rutledge, Steele (6:31)

**Absent:** Cook, Donnelly

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

**City Employees:** None

**Guests:** Harrison Hand, Ed Schlotzhauer

3. **Public Comment:** Schlotzhauer commented he is attending in order to find out what the next steps for downtown Loveland are. Hand commented he is also curious and quoted William Arthur Ward, “The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.”

4. **Approval of Minutes:**

*Fogle moved to approve the meeting minutes from the October 24, 2016 meeting, Rutledge seconded the motion; the motion carried.*

5. **Presentations/Updates:**

Downtown Loveland, LLC (Owner): Mike Hoffman presented Design Perspectives for the façade project located at 419 Jefferson, which will be leased by Dark Heart Coffee. The coffee bar includes a meeting room and will total approximately 1200 sq. ft. of interior space. Construction has started and over \$80,000 is being invested for interior improvements. The exterior includes a cementitious stucco/paint on the current brick, wood/metal on façade finishes, including the patio enclosure, and a new sidewalk. Dark Heart Coffee anticipates opening in December, 2016.

Wedding-Scott stated that the Owner's LURA Façade Reimbursement Agreement has been finalized and is pending signatures. After Hoffman's presentation at the LDP board meeting earlier today, the LDP board authorized the approval of Owner's reimbursement request and payment thereof, contingent upon the DDA's approval.

6. **Action Items:**

Action Item 1: In accordance with City Council Resolution R-88-2015, a motion to recommend to the Loveland Downtown Partnership (LDP) the approval of a reimbursement request in an amount not to exceed \$31,250, based upon the Façade Improvement Agreement (Agreement)

## **Loveland Downtown Development Authority Meeting Minutes – November 14, 2016**

between the Loveland Downtown Partnership (LDP), Downtown Loveland LLC, a Colorado limited liability company, and the Loveland Urban Renewal Authority (LURA), and further requesting the Executive Director to submit the request for reimbursement to the LDP for payment authorization and LURA for payment in accordance with the Agreement.

*Rutledge moved to recommend to the Loveland Downtown Partnership (LDP) the approval of a reimbursement request in an amount not to exceed \$31,250, based upon the Façade Improvement Agreement (Agreement) between the Loveland Downtown Partnership (LDP), Downtown Loveland LLC, a Colorado limited liability company, and the Loveland Urban Renewal Authority (LURA), and further request the Executive Director submit the reimbursement request to the LDP for payment authorization and LURA for payment to the Owner, seconded by Goacher; the motion carried.*

### Action Item 2: Board Meetings

*Rutledge move to approve changing the DDA Board meeting to the second Monday of each month, beginning at 4:00 p.m. Meeting change will begin in December, 2016, Steele seconded; the motion carried.*

**7. Façade Program & Updates:** Wedding-Scott presented a report on Pending Façade Grants 2016 (attached). She advised the agreement for Verboten was revised and is now being routed for signatures; other projects are pending for design and engineering. Wedding-Scott anticipates two applications in 2017 for LURA Façade and Improvement reimbursements, including ArtSpace (Feed & Grain) and Downtown Loveland, LLC (sidewalk improvements on Jefferson/4<sup>th</sup> Street).

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

○ **Developments Update (Scholl)**

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 project is moving forward and the original schedule for ground breaking in April 2017 and Developer's opening in summer 2018 stands. Krcmarik, Scholl, and Adams are meeting today to strategize funding the public improvements for the project.

The Pulliam, Mike Scholl: On Scholl's behalf, Wedding-Scott provided an update on The Pulliam Building. The City is planning to move forward and supports the project. Scholl had a walk-through last week with an architect and city staff to discuss project improvements. The Pulliam Community Foundation is providing \$500,000 for the project to start next year with the City matching \$1.5 million. An agreement is currently being drafted to be presented to City Council.

HIP Streets Master Plan: On Scholl's behalf, Wedding-Scott provided an update on the HIP Streets Master Plan. The City and LDP staff are currently reviewing the original plan and intend to update the plan for 2017.

Other: Wedding-Scott announced that Stacey Voigt has applied for the International Downtown Association's "Placemaking Grant" which could result in a \$5,000 stipend for a

## **Loveland Downtown Development Authority Meeting Minutes – November 14, 2016**

selected artist and implementation of a placemaking project. CDOT and 287 Curves concerned citizens group are meeting on November 17<sup>th</sup>; it was reported another accident occurred last week.

- **Election 2017 Strategy** – Wedding-Scott presented the final count of votes on 5E and 5D. A plan for 2017 is on hold until further discussion.
- **Downtown Communications Strategy** – On Poplaski's behalf, Wedding-Scott provided an update on the Festival of Lights, Small Business Saturday and the Winter Walk. Blazen Illumination has begun installation of street lighting and the Christmas tree will be installed the following week. Small Business Saturday is November 26<sup>th</sup> and currently has ten businesses participating. The Winter Walk will feature a social media contest "Selfie with Elfie" and the winner will receive a downtown basket worth over \$300.

Wedding-Scott presented setting boundaries for Go-Cup in the Downtown District; Fogle advised he will request City Council to research its status and provide direction to activate Go-Cup within boundaries to be determined.

Wedding-Scott advised the Chamber of Commerce New Member Ribbon Cutting was well attended with approximately 35 people and that the newly-formed Business Alliance is meeting routinely with exciting new ideas.

- **Branding** – Wedding-Scott announced the copyright and trademark process is moving forward and the applications have been filed.

9. **Other Matters:** Wedding-Scott, Clay Caldwell (DDA), Heather Lelchook (LDP), Jim Cox (LDP) and Sharon Cook (DDA) met with the Housing Authority on downtown affordable housing. Wedding-Scott reminded the Board the Regular Meeting scheduled for November 28<sup>th</sup> has been cancelled and the new schedule begins December 12<sup>th</sup> with only one meeting per month, on the second Monday at 4:00 p.m.

10. **Liaison Reports:** None.

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

12. **Adjourn:**

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

**The meeting adjourned at 7:48 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date