

**Loveland Downtown Development Authority
Meeting Minutes – March 13, 2017**

**The Regular Meeting of the Loveland Downtown Development Authority (DDA)
Board of Directors was held at 4:00 p.m. on March 13, 2017,
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 4:00 p.m.

2. **Roll Call:**

Present: Caldwell, Cook (4:22), Donnelly, Goacher, Steele

Absent: Fogle, Rutledge,

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

City Employees: Dave Hoesing, Alan Krcmarik, Mike Scholl

Guests: Gray McGinnis and John Salsbury (Grayline Strategy); Jason Tuohy and Alan Horn (residents)

3. **Public Comment:** None

4. **Approval of Minutes:**

Caldwell moved to approve the meeting minutes of the Regular Meeting of February 17, 2017, Goacher seconded the motion; the motion carried.

5. **Presentations/Updates:** None

6. **Façade Program & Updates:**

Wedding-Scott reported on the status of the following pending Façade agreements and projects:

a) ArtSpace (Feed & Grain): the Façade Agreement is being reviewed by applicant;

b) Downtown Loveland, LLC:

i. the sidewalk project at Jefferson/East 4th Street is pending civil work;

ii. 343 E. 4th Street (Dark Heart Coffee) – the Termination Agreement for the initial LURA Façade Agreement is at the City Attorney's office for processing, and the revised Façade Agreement directly between Downtown Loveland LLC, the LDP and the DDA is in process for signatures;

c) Alliance Auto Care: Façade Agreement is in process for signatures; and

d) Loveland BPOE (Elks Lodge): the project is complete and the City has processed the payment through LURA funds.

Wedding-Scott further reported that a new façade application is forthcoming for The Loveland Taphouse located on 4th Street between Cleveland and Lincoln, and that Chair Caldwell will need to recuse himself from discussion and formal actions regarding the application as he is a party to the agreement.

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7. **Action Items:** None

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

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

Scholl introduced Dave Hoesing, recently hired for the Economic Development Department.

The Foundry: Scholl provided an update on the construction timeline of The Foundry project. He advised that utility work is being done now and that the ceremonial ground breaking has been rescheduled to April 11th (this date has since been changed). Scholl advised that Brinkman will be presenting the site plan to the Planning Commission.

The Pulliam: Scholl provided an update on The Pulliam and advised the Pulliam Foundation has reached their fund-raising goal, and that construction improvements will begin in mid-summer. Presently, the seats are being removed. He commented the City has hired an architect and has also been working on an operation plan to determine how the building will be used, specifically as a concert venue similar to the Aggie Theater in Fort Collins. He advised the City has requested a grant from DOLA in the amount of \$300,000 for fire suppression and will be presenting to DOLA on April 12th.

HIP Streets Master Plan: Scholl reported on the actions being taken by the City to finalize a Service Contract with a consultant that will prepare the updated HIP Streets Master Plan. They are taking into consideration current elements such as street furniture and light poles to be consistent with The Foundry and ensure continuity is prevalent from 1st to 6th Streets and Railroad to Washington Avenues. Three public outreach components will be scheduled to ensure public input is also considered for the updated Plan.

Downtown Services Update: Scholl reported on the actions being taken by the City which has recently assigned a staff person to work with Public Works on identifying baseline services and what enhanced services the LDP|DDA could potentially upgrade.

Back Stage Alley: Scholl reported on the progress being made with the trash consolidation program in Back Stage Alley. The temporary enclosure is complete, and the bins currently in the alley will be removed by April 1st. He further reported the alley is being designed as a pedestrian corridor with priorities for safety and lighting.

○ **DDA Election 2017 Strategy -**

Wedding-Scott reported that the City has reviewed options and the legalities on how best to exclude certain areas from the DDA boundaries and has recommended an Ordinance be created for this purpose. The board discussed its desire to move forward with the debt question in the November election.

Wedding-Scott introduced John Salsbury from Grayline Strategy. Salsbury presented a Project Agenda (see attached) and advised their first priority is to analyze

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current data and identify eligible voters, and further, to develop the message which needs to be conveyed to them. He advised the LDP | DDA has a good foundation to build on but it is essential to drive traffic to the website for information.

Legislation Update - Wedding-Scott introduced Gray McGinnis from Grayline Strategies. McGinnis advised that that there is an impending House Bill, that has yet to find a sponsor but there is a belief it will show up perhaps with late bill status. The draft appears to be virtually the same as HM15-1348 (Urban Renewal).

- **Downtown Communications Strategy** – Wedding-Scott advised that the Business Alliance has launched its membership drive and that three publications have been selected for collaborative advertising and marketing of the Downtown District. Further, the Alliance is considering sponsoring summer music events which could include a main outdoor attraction held at Rialto Square along with additional popup venues at other business establishments. Wedding-Scott also reported the Alliance is working with graphic artist John Metcalf to 1) help create a campaign which will encourage visitors to walk an extra block to businesses while the parking garage is being constructed, and 2) is creating a new look and logo for Night on the Town.
- **Strategic Goals Planning Workshop** – Wedding-Scott reported a City Council Study Session with LDP|DDA boards will be held July 11th.

Other Matters: Wedding-Scott reminded the Board of the upcoming Business Breakfast on March 31st which will include presentations by the Community Foundation of Northern Colorado and the Loveland Business Development Center. Wedding-Scott requested volunteers for Loveland Start-Up Week on April 6, 7, and 8, and asked for support at the Planning Commission meeting regarding the Foundry on Monday, February 27.

9. Liaison Reports:

Donnelly, County Commissioner, advised that planning for construction for the new Larimer County building at 1st Street and Denver has begun, and that the Larimer County Workforce currently located on 4th Street will also move to the new location.

10. Agenda Items for Upcoming Meetings: None

11. Adjourn:

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

The meeting adjourned at 5:06 p.m.

Sharon Rae Cook, Secretary/Treasurer

Date