MINUTES

LOVELAND CITY COUNCIL
STUDY SESSION
TUESDAY, DECEMBER 9, 2014
CITY COUNCIL CHAMBERS
500 EAST THIRD STREET
LOVELAND, COLORADO

6:30 P.M. STUDY SESSION - City Council Chambers STUDY SESSION AGENDA

Councilors present: Gutierrez, Clark, Trenary, Taylor, Shaffer, Farley, Fogle, Krenning and

McKean. City Manager, Bill Cahill and Assistant City Manager, Rod

Wensing were also present.

Planning Commission

Members present: Michelle Forest, Rich Middleton, Mike Ray, Jeremy Jersvig, John

Crescibene, and Buddy Meyers.

1. <u>DEVELOPMENT SERVICES</u> (presenter: Karl Barton; 90 min) CITY COUNCIL AND PLANNING COMMISSION JOINT MEETING CREATE LOVELAND UPDATE

Senior Planner, Karl Barton presented this item as an informational presentation of the progress made on *Create Loveland* since the last Study Session on August 26, 2014 and ongoing development of plan elements including The Table of Contents and Chapter 2. The discussion was led by Bruce Meighan and Jeremy Call of Logan Simpson Design, on the draft Indicators and Land Use opportunities that have been developed through stakeholder involvement. The fiscal impact study portion of the Plan was introduced by Adam Orens of ABC Research. Questions and comments by Council and Planning Commission members served as feedback for the consultants and staff in ongoing efforts to develop the Plan. Council thanked the group for attending and for the presentation.

2. <u>ECONOMIC DEVELOPMENT</u> (presenters: Betsey Hale, Rick Raesz, Nicole Yost; 60 min) NORTHERN COLORADO REGIONAL TOURISM ACT (RTA) APPLICATION PROCESS UPDATE

Economic Development Director, Betsey Hale introduced this item to Council. Rick Raesz the Go NoCo Board Chair, and Nicole Yost, the Public Relations Consultant were present to participate in the presentation and discussion. Go NoCo, a private 501c.3 was formed for the purpose of completing a Regional Tourism Act application to the State of Colorado Economic Development Commission due in February, 2015. The report included the progress the organization has made and information on potential destination tourism projects to be located in Loveland, Windsor, and Larimer County if the application is successful. The report also outlined the organization's communication strategy and identified the consultants and the work they have done to complete the application. Staff also updated Council on their future participation in the application process. Discussion ensued. The Mayor commended staff and group involved for all the work done for this application.

ADJOURNMENT

Having no further business to come before Council, the December 9, 2014 Study Session was adjourned at 9:49 p.m.

Respectfully Submitted,

Jeannie M. Weaver, Deputy City Clerk

Cecil A. Gutiérrez, Mayor