

**Loveland Downtown Development Authority (DDA)
Meeting Minutes – August 17, 2015**

A meeting of the Loveland Downtown Development Authority Board of Directors was held at 7:00 p.m., on August 10, 2015 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO.

CALL TO ORDER:

Chairman Caldwell called the meeting to order at 7:00 P.M.

ROLL CALL:

Present: Clay Caldwell, Sharon Rae Cook, Doug Rutledge, Joe Goacher, and John Fogle.

Absent: Tom Donnelly, Dionne Liggett

Staff: Jacque Wedding-Scott, Interim Executive Director and Kim Warren, Administrative Asst.

Legal Counsel: N/A

Guests: Laura Aliers & Melody Storgaard – I LOVE LOVELAND and volunteers for the LDP-DDA, Mike Scholl & Alan Krcmaric – City Staff, Buddy Meyer.

PUBLIC COMMENT: Buddy Meyers, introduced himself as a Council candidate – Ward II.

APPROVAL OF MINUTES:

Fogle moved to approve the minutes; seconded by Cook, the minutes were approved unanimously.

ACTION ITEMS:

Economic Development: (Mike Scholl)

Mike Scholl provided a brief update on the 3rd Street Catalyst project. He indicated that the Michaels Group and the City have terminated their relationship on the project. The City has heard from 6-8 developers that have an interest in the project and will be engaging those developers in dialogue. The City is looking at site requirements, and will be issuing an RFP for developers that might be interested. The County is still interested in being in the project and are currently looking at a 51,000 s.f. building along 1st. Caldwell asked that the City get out in front of rumors about the project and be proactive in continuing to move forward on the project. Rutledge asked that the LDP-DDA be invited to participate in the planning processes and the developer reviews.

Branding: (Doug Rutledge & J. Wedding-Scott)

Rutledge provided a brief update on the LDP logo project, and indicated that the LDP has requested that the matter of developing a logo be placed on hold until both the LDP and the DDA can address a true downtown branding effort – which is required under the Services Agreement between the LDP and the City. The LDP is requesting that the DDA appoint one or two members to work on the branding project with Heather Lechook (LDP) and staff. Jacque mentioned that Dionne Liggett had interest in working on the project, and Sec/Treasurer Cook indicated she also had experience and would like to be involved. Both were asked to participate on the project on the DDA's behalf.

Façade Program: (J. Wedding-Scott)

Wedding-Scott provided an update on the request for reimbursement on the Arcadia Hotel. There are a few final details that need to be worked out with the owner and the City, but the request is moving forward. The Board wanted to thank Mr. Perko, owner for his commitment to the downtown.

Alan Krcmaric, City Economic Fiscal Advisor indicated that the Urban Renewal Authority had a couple of applications for façade fall through, and they will have an expected \$76,000 available for commitment prior to the years end. Mike Scholl and LDP-DDA staff are working together to identify a number of potential projects.

Rutledge suggested that as the Façade Grant program transitions over to the LDP-DDA, that a joint work session be held to discuss program elements. Fogle indicated that he wanted a firm commitment from the City on how the transition will occur, and from the LDP acknowledging the DDA's role in managing the program.

Wedding-Scott and Scholl indicated that they were working with 3-4 new façade grant applicants.

Partnership Funding Requests: (Dan Johnson)

Johnson updated the Board on the DLA's Railroad Avenue Planter project. He indicated that Aspen Landscape has worked up a proposal for 30 black Vietnamese planters (10 groupings of 3) for along Railroad Ave. They will be the first phase of the planter project and it is intended that they would be planted and maintained by Aspen this first year. Aspen has quoted \$1,275 for bi-weekly feeding and dead heading from June-September with one clean out October. Roughly \$75/per week or \$1,275 for a growing season.

Doug Erion, the Elks Lodge and Aims College are financially participating. The request was for the LDP to participate in the project financially as well. **A motion was made by Rutledge to fund up to \$3,500 in the 1st year to fund ½ the cost of installation and maintenance; the motion was seconded by Davis, the motion carried unanimously.**

Johnson will continue to work with other interested businesses as well, and identify a possible avenue for on-going maintenance of the planters as they are installed. There was

discussion about using “water-wise” plantings to eliminate heavy maintenance and watering costs.

Community Outreach Efforts: (Wedding-Scott)

Wedding-Scott advised the Board of several upcoming community outreach efforts, including participation in the 2nd Friday event in September, a business breakfast – which Mo Betta Gumbo has offered to host, and a resident BBQ. A recommendation was made to include “food trucks” and get private donations to assist.

Update DDA Election:

Krcmaric discussed a recent issue that came up with the County Assessor’s office regarding the established property tax base that would be used for calculating the TIF. He and Lucia Liley have met with the Assessor’s Office and although it appeared the County would consider December 2014 for the base, we should have a final decision in the next few weeks.

Krcmaric also advised the Board that the State Property Tax Division is taking comment on several new rulings regarding urban renewal authorities and DDA’s. City staff and Lucia Liley will be attending meetings on the rulings and will update the Board in the near future.

Staff & Executive Director Report: (Wedding-Scott)

Wedding-Scott provided an update on the new Office 365 software, new phones, and the upcoming website and social media pages.

OTHER BUSINESS: None

ADJOURN:

Fogle moved to adjourn the meeting; seconded by Goacher; the motion was approved unanimously. Meeting Adjourned at 9:30 p.m.

Respectfully submitted,

Sharon Rae Cook
Secretary/Treasurer, Loveland DDA Board

Date