

**Loveland Downtown Development Authority (DDA)
Meeting Minutes – August 24, 2015
6:30 p.m.**

A meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m., on August 24, 2015 at the LDP-DDA Offices, 350 N. Cleveland Ave., in Loveland, CO.

CALL TO ORDER:

Chairman Caldwell called the meeting to order at 6:35 p.m.

ROLL CALL:

Present: Clay Caldwell, Dionne Liggett, Doug Rutledge, Joe Goacher, and John Fogle

Absent: Tom Donnelly, Sharon Cook.

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

Legal Counsel: None

Guests: Jackie Marsh & Guest, Laura Aliers, Melody Storgaard, Bob Baers – Model A Ford of American National Convention

PUBLIC COMMENT: Bob Baers presented a brief history and outline of the Model A Ford of American National Convention to be held June 19-24, 2016 at The Ranch. They expect over 600 registrations, 1,000-1,500 attendees, from 40 states, and 10 members from New Zealand.

APPROVAL OF MINUTES:

Goacher, moved to approve the minutes; seconded by Liggett; the minutes were approved unanimously.

ACTION ITEMS:

Loveland Downtown Visioning & Strategic Plan Overview. City Manager, Bill Cahill and Betsey Hale, Director of Economic Development gave a presentation on the City's Vision Book and Downtown Strategic Plan.

Façade Program. Rutledge reviewed the current status on the Arcadia Hotel façade grant, and action taken 8/24/15 by the LDP Board to authorize a \$100,000 partial reimbursement on the work completed to date, and providing the City formally accepts the improvements.

Community Outreach Efforts/Interim Executive Director Report. Wedding-Scott advised the Board that there are a number of outreach events that will be held in September/October – including the City's Business Appreciation Breakfast on 9/9/15, an open house for the 2nd Friday Downtown Event on 9/11/15, a business breakfast – to be hosted by Mo Betta' Gumbo, and a resident BBQ.

Wedding-Scott also advised the Board that Laura Aliers and Melody Storgaard have volunteered to help the Boards with website and social media. There is also a small working group – including Heather Lelchook, LDP, Dionne Liggett, DDA and staff/volunteers working on an overall branding effort. Meetings are underway.

Upcoming Meetings/Agenda Items: Wedding-Scott indicated that the September 14, 2015 meeting will also be background information from the City on the HIP Streets Master Plan and Parking Plans. And, the following meeting may be a discussion on the façade grant program.

Other Matters:

Fogle requested comments from the Board on the inclusion of the county building in the Catalyst Plan. Board members contributed ideas and will contact Fogle directly with comments or concerns.

FUTURE MEETING AGENDAS:

Liggett would like a presentation by the County Assessor on how the property tax increment is calculated in the downtown. She would also like to have someone from the CMC present on their programming.

OTHER BUSINESS: None

ADJOURN:

Liggett moved to adjourn the meeting; seconded by Goacher; the motion was approved unanimously. Meeting Adjourned.

Respectfully submitted,

Sharon Rae Cook
Secretary/Treasurer, Loveland DDA Board

Date