

**Loveland Downtown Development Authority (DDA)**  
**Meeting Minutes – September 28, 2015**  
**6:30 p.m.**

A meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m., on September 28, 2015 at the LDP-DDA Offices, 350 N. Cleveland Ave., in Loveland, CO.

**CALL TO ORDER:**

Chairman Caldwell called the meeting to order at 6:34 p.m.

**ROLL CALL:**

**Present:** Caldwell, Liggett, Rutledge, Cook, Goacher, Fogle

**Absent:** Donnelly

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

**City Staff:** Hale

**Legal Counsel:** None

**PUBLIC COMMENT:**

Michael Currie, resident

**APPROVAL OF MINUTES:**

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

**PRESENTATIONS/UPDATES:**

Branding Update: Liggett gave an update on the working group branding efforts to date. She stated that the group met with Christopher McLaughlin from Tenfold Collective – who had prepared some earlier logos and marketing concepts that were used in the Downtown Strategic Plan – and asked him to make a few changes to the designs for presentation to the committee. McLaughlin is no longer involved in design work, but he did authorize the use of the concepts, and provided the designs electronically so they could be used in developing the Downtown District branding. Liggett also stated that Heather Lelchook from the LDP, and Dean of Aims Community College, has requested assistance from the College's graphic artist to help create more concepts. The plan is to continue working on branding concepts, and hopefully bring it all back to both Boards within a few weeks.

Façade Program. Wedding-Scott gave an update on the project completion and façade grant of easement closing for the Arcadia (Opera House) Project. She stated that the project closed through Land Title on Friday.

**PARTNERSHIP FUNDING REQUESTS:** None

**ACTION ITEMS:**

1. **Intergovernmental Agreement Regarding the Transfer of Office Furnishings from the City to the Downtown Development Authority.** Fogle moved that the IGA between the City of Loveland and the DDA be approved, and further authorized that the Chair or Vice Chair be authorized to sign the Agreement as presented. Cook seconded the motion; the motion was unanimously approved.
2. **Resolution DDA2015-3 – Concerning Authorization for Contracting Services for the Authority, Payment of Expenses of the Authority, and Depositing and Withdrawing of Authority Funds.** Rutledge moved to approve Resolution DDA2015-3; Liggett seconded the motion; the motion was unanimously approved.
3. **Resolution DDA2015-4 – Supporting a Yes Vote on Ballot Issue 5B and Ballot Issue 5C for the Loveland Downtown Development Authority.** Fogle moved to approve Resolution DDA2015-4, Caldwell seconded the motion, the motion was unanimously approved.

**STAFF & EXECUTIVE DIRECTOR REPORT (WEDDING-SCOTT):**

District Outreach: Wedding-Scott presented an update on the Business Breakfast that was held on September 24, 2015 and thanked Clay Caldwell for hosting the event. She stated that there was possibly 12-15 businesses in attendance – which out of 200 invitations was unfortunate, but it was a good crowd overall. She also gave an update on the Resident Outreach event to be held on October 3, 2015. She stated that the invitations went out the past Saturday. Rutledge suggested that there be a LDP/DDA table at the event to answer questions from the residents. Wedding-Scott encouraged all Board members to attend the event.

South Catalyst Project: Wedding-Scott advised the Board that she had been invited into a meeting that afternoon with City Manager Bill Cahill and staff regarding a proposed South Catalyst public improvements budget. Mr. Cahill had asked her to inform the Board of the proposed budget for the project, and to get their affirmative commitment of the City's request for future DDA TIF funding to be dedicated to the South Catalyst project – specifically toward project site improvement and a parking structure (which would potentially provide upwards of 140-150 parking stalls for County employees and County visitors). The proposed budget that was presented estimated costs at \$19.8M, with an estimated \$5M of future TIF funding dedicated.

Liaison Report: Councilman Fogle requested an opinion from each of the Board members on the South Catalyst Project and the inclusion of the proposed county building in the project. He also stated that October 6, 2015 is the deadline for a decision by both the County and the City whether to proceed, and noted that citizen/business concerns have been heard by the City Council.

After discussion, Liggett asked for a resolution from the Board endorsing the South Catalyst Project, but indicating a lack of support for the proposed County building as a component, largely due to a lack of information having been made available to the Board. The Board directed Wedding-Scott to draft a resolution and seek a vote from Board members electronically since the next scheduled meeting will not be until October 12<sup>th</sup>. And, further requested that, upon approval, the resolution be forwarded to City staff and Council.

**OTHER MATTERS:** None

**FUTURE MEETING AGENDAS:** Goacher requested future discussion regarding the homeless issues in downtown – and wanted more information about programming and the 137 Connection). Goacher suggested a joint workshop with the LDP Board on the matter. Fogle suggested contacting the Community Outreach office for more information.

A request was made by Rutledge to ask Mindy McCloughan, President and CEO of the Chamber, to report on the Corn Roast event – but, more specifically to discuss utility issues and constraints that the Chamber ran into this year – electric, etc.

**OTHER BUSINESS:** The Board thanked Caldwell for hosting the Business Outreach Breakfast at his business location Mo 'Betta Gumbo.

**ADJOURN:**

Caldwell moved to adjourn the meeting; seconded by Fogle, the motion was approved unanimously.

Meeting Adjourned at 9:00 p.m.

Respectfully submitted,

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Sharon Rae Cook  
Secretary/Treasurer, Loveland DDA Board

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Date