

**Loveland Downtown Development Authority (DDA)
Meeting Minutes – October 12, 2015
6:30 p.m.**

A meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m., on October 12, 2015 at the LDP-DDA Offices, 350 N. Cleveland Ave., in Loveland, CO.

CALL TO ORDER:

Caldwell called the meeting to order at 6:42 p.m.

ROLL CALL:

Present: Caldwell, Liggett, Goacher, and Fogle

Absent: Donnelly, Rutledge, Cook

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

City Staff: Mike Scholl, Alan Krcmarik

Legal Counsel: None

Guests: Jackie Marsh, Harrison Hand

PUBLIC COMMENT: None

APPROVAL OF MINUTES:

Liggett moved to approve the minutes of the meeting from September 28, 2015; the motion was seconded by Goacher; the motion was approved unanimously. Fogle moved to approve the minutes for the special meeting from October 3, 2015; the motion was seconded by Liggett; the motion was approved unanimously.

PRESENTATIONS/UPDATES:

Holiday Lighting. Wedding-Scott gave an update regarding holiday lighting and the proposal submitted to the LDP from *Bright Christmas*. She advised that the LDP Board reviewed the proposal and authorized the base bid of \$9,124.40 for all repeat services, and \$2,900 for additional work for 2015, which will include lighting and snowflakes on 4th Street – Railroad to Garfield. She indicated that the LDP Board has requested that a more comprehensive holiday lighting plan for the District be developed and presented in early 2015. The Board suggested staff look into the possibility of grants and or private donations that could augment a more robust holiday lighting program.

Branding: Liggett gave an update on the progress of the Branding working group, and noted that a graphic artist from Aims has volunteered her time and presented several designs for consideration. There are 3-4 final options that will be presented to the Boards in November.

South Catalyst Project:

Mike Scholl, Economic Development Manager and Alan Krcmarik, Fiscal and Economic Advisor for the City, presented an update on the South Catalyst Project. Scholl indicated that the City Council did approve releasing the Developer RFP without the Larimer County building in it. The RFP is advertised in the Colorado Real Estate Journal, has been emailed to known development interests, and is posted on the City's website. He stated that there have been several developer inquiries since the Michaels Group withdrew. The proposals are due on November 13th, and he stated that Jacque Wedding-Scott will represent both the LDP and the DDA boards in the interview process with respondents.

FAÇADE PROGRAM:

Wedding-Scott provided an update from the Façade Program working group, and indicated that templates were provided to the working group through Liley Law – including, those from the Ft. Collins DDA, which have been utilized successfully for the past 25 years. The working group is waiting staff to convert the documents for the DDA. Wedding-Scott also informed the Board that there remains \$76,000 in LURA funding that can be dedicated to facades for the balance of 2015. The funds must be committed by the end of the year, and staff is currently working with legal on how the funds can be best managed and utilized.

PARTNERSHIP FUNDING REQUESTS: None

ACTION ITEMS: None

STAFF & EXECUTIVE DIRECTOR REPORT:

Media Relations. Wedding-Scott spoke about the last two weeks of media and public relations, and concerns that messaging out of both Boards be consistent and representative of a majority voice. It was suggested that Wedding-Scott be the initial point of contact, with both the Chair and Vice Chair also representing DDA Board decisions and direction. Although not voted on, those present agreed on the recommended process.

Proposed Joint Planning Workshop. Wedding-Scott stated that during the July 13th workshop, there was a lot of discussion amongst Board members about developing business strategies for 2016 and beyond. She suggested – assuming positive election results – that there be another joint workshop planned that would give Board members an opportunity build a very specific and measureable plan of action. The Board agreed, and Wedding-Scott will begin planning the workshop – for November or December.

Proposed Joint Board Meetings - Plan of Development. Wedding-Scott gave an update that she had an opportunity to talk to Jeff Bailey, the Interim City Engineer, when he called specific to the Quiet Zones identified in the Plan of Development. She recommended a follow up meeting with City public works and other staff (date TBD) to review the projects that have been identified in the Plan of Development. The Board suggested a separate meeting with the DDA.

District Outreach. Wedding-Scott reported on two upcoming outreach meetings. October 21, 2015 there will be a Resident Outreach Meeting, and October 22, 2015 there will be a Business Appreciation Breakfast hosted by the Cactus Grille.

LIAISON REPORTS: Fogle gave an update on City Council matters and actions.

OTHER MATTERS: Mike Scholl gave an update on the Harrington Arts Academy - Haunted House that will be in the Downtown area until October 31, 2015.

UPCOMING MEETINGS/AGENDAS: The Board requested an update from the City on the upcoming Fire & Ice event.

OTHER MATTERS: None

ADJOURN: Chair Caldwell moved to adjourn the meeting; seconded by Vice-Chair Liggett; the motion was approved unanimously. Meeting Adjourned at 8:05 p.m.

Respectfully submitted

Sharon Rae Cook
Secretary/Treasurer, Loveland DDA Board

Date