

**Loveland Downtown Development Authority  
Meeting Minutes – April 11, 2016**

**The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on April 11, 2016 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:05 p.m.

2. **Roll Call:**

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

**Absent:** Donnelly

**Staff:** Wedding-Scott, Executive Director; Poplaski, Administrative Coordinator

**City Employee:** Mike Scholl, Economic Development Manager; Alan Krcmarik, Economic Development

**Guest/s:** Harrison Hand, Resident; Michael Currie (and son), Residents

3. **Public Comment:**

4. **Approval of Minutes:**

*Fogle moved to approve the meeting minutes from the March 28, 2016 meeting, Goacher seconded the motion; the motion carried.*

5. **Presentations/Updates:**

So. Catalyst Project: Scholl presented an update on the South Catalyst Project. Scholl announced demolition is moving forward as anticipated and recommended the LDP|DDA place a banner on the project's construction fencing. Scholl shared feedback from the first public outreach event at the LDP|DDA office, and noted it was successful with attendance of around 150. The next outreach event will be the "Friday Night on the Town" on June 10<sup>th</sup> to continue to receive input from the residents.

6. **Façade Program & Updates:**

- a. Laughing Leprechaun – Wedding-Scott announced that she and Mike Scholl met with Shannon Doyle, Architect and Guy McConnell on the façade and other project issues; the patio project is pending approvals from the Transportation Department.
- b. Verboten Brewery – Wedding-Scott announced that the property owner has not signed the façade agreement and the project is pending.
- c. Dark Heart Coffee – Wedding-Scott advised the Board, Dark Heart has an LOI (Letter of Intent) for 419 Jefferson Ave. location.

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7. **Action Items:** None.
8. **Staff & Executive Director Report (Wedding-Scott):** Wedding-Scott announced that Blazen Illuminations presented to the LDP Board about the 2016 Fire & Ice event. A business breakfast is being scheduled to gather business input on the event.
  - **Update (Election, Communication, Branding, Development)**
    - o **Election Strategy Update** – Wedding-Scott announced the Master Constituency List & Voter Mapping may be presented at the April 25<sup>th</sup> meeting. She announced the Election Issues Committee is fully funded, and the LDP is moving forward with Shannon Communications on Downtown messaging – which will also be used for the election. Staff is currently working on creating a Calendar of events, resident outreach, and business outreach.
    - o **Downtown Marketing Plan** – Wedding-Scott, Davis, Lelchook, and Poplaski have met with Mantooth Marketing to work on the marketing plan.
    - o **Branding** – Wedding-Scott announced the LDP|DDA have reached their May goal for the Downtown District branding efforts and the brandi unveiling to the businesses will be at the 4/29 Business Breakfast – “Branding the Downtown” from 7:30-9:00 a.m. at Origins Wood Fired Pizza.
    - o **Development** - Wedding-Scott advised that City Manager, Bill Cahill will be presenting Railroad Quiet Zones at the LDP morning meeting on April 25<sup>th</sup>, and County Assessor, Steve Miller will also be presenting on the Tax Increment Financing for the DDA. All Board members are encouraged to attend both presentations. A Special Meeting will be posted from 8:00-9:30. The DDA Board will continue to meet at their regular scheduled meeting that same evening at 6:30 p.m.
9. **Other Matters:** None.
10. **Liaison Reports:** None.
11. **Agenda Items for Upcoming Meetings:**
  - Interagency Service Agreements (Pending Election Results)
  - **Presentation – Larimer County Assessor’s Office – Property Tax TIF (April 25, 2016)**

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12. **Adjourn:** Caldwell *moved to adjourn the meeting, Goacher seconded the motion; the motion carried.*

**The meeting adjourned at 8:24 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date