

**Loveland Downtown Development Authority
Meeting Minutes – July 25, 2016**

The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on July 25, 2016 at the LDP-DDA Offices, 350 N. Cleveland Ave., Loveland, CO

1. **Call to Order:** Co-Chair Joe Goacher called the meeting to order at 6:30 p.m.

2. **Roll Call:**

Present: Rutledge, Steele, Fogle, Goacher, Donnelly

Absent: Caldwell, Cook

Staff: Wedding-Scott, Executive Director

City Employee: Mike Scholl

Guest/s: None.

3. **Public Comment:** None.

4. **Approval of Minutes:**

Fogle moved to approve the meeting minutes from the June 27, 2016 meeting, Rutledge seconded the motion; the motion carried.

5. **Presentations/Updates:**

South Catalyst Project: Mike Scholl provided an update on the South Catalyst Project. The City is currently meeting with Brinkman on negotiating a draft of terms and conditions for the South Catalyst project. The draft of terms will be presented to City Council on August 16th. There may be a 60-day extension requested.

6. **Façade Program & Updates:**

Wedding-Scott spoke with Howard Perko about the LDP and DDA board recommendations to the façade canopies. Under the LURA agreement Perko is authorized to receive an additional \$30,000 in reimbursement for façade improvements. Rutledge suggested submitting invoices from the first project for reimbursement. Perko will resubmit the application with receipts from the first project. Wedding-Scott will review documentation and follow up with the DDA Board for recommendations.

Dark Heart has signed a lease agreement with Curt Bergner for 419 Jefferson and they currently have a demolition permit and will start remodeling the inside.

7. **Action Items:** None.

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8. Staff & Executive Director Report (Wedding-Scott):

Update (Election, Communication, Branding, Development):

- **Election Strategy Update** – Wedding-Scott announced the Issues Committee will be taking over the election outreach starting August 16th. Yard signs will be placed in yards starting September 6th. There will be a paid canvassing of the neighborhoods that will start August 16th through August 30th, as well as October and November. Election robo-calls will be done in October and November.
- **Downtown Communications Strategy** – Wedding-Scott advised the Board that advocacy supporting the ballot questions as a Board will stop on August 16th for the DDA election (“go dark”), and advised board members that they are free to advocate on this issues in their personal and individual capacities – just not as a representative of the LDP or DDA boards. Wedding-Scott announced the Loveland Loves BBQ event went well and had a high attendance (approximately 352 entries for the downtown merchant’s basket giveaway).
- **Downtown Marketing Plan** – None.
- **Branding** – None.
- **Development** – None.

9. **Other Matters:** Wedding-Scott announced the next Business Breakfast is this Friday, July 29th with a Fire and Safety presentation. The next residential outreach event will be on Friday, August 5th at Artspace. Wedding-Scott announced the upcoming Joint Board Strategic Planning session is on August 15th at 7:30 a.m. at the Rialto Theatre.

10. **Other Matters:** None

11. **Liaison Reports:** None.

12. **Agenda Items for Upcoming Meetings:** None

13. **Adjourn:**

Donnelly moved to adjourn the meeting, Rutledge seconded the motion; the motion carried.

The meeting adjourned at 7:45 p.m.

Sharon Rae Cook, Secretary/Treasurer

Date