

**Loveland Downtown Development Authority
Meeting Minutes – September 26, 2016**

**The regular meeting of the Loveland Downtown Development Authority (DDA)
Board of Directors was held at 6:30 p.m. on September 26, 2016,
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

1. **Call to Order:** Chair Caldwell called the meeting to order at 6:32 p.m.

2. **Roll Call:**

Present: Caldwell, Donnelly, Goacher, Rutledge, Steele

Absent: Cook, Fogle

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

City Employee: Mike Scholl, Economic Development Manager

Guests: None.

3. **Public Comment:** None.

4. **Approval of Minutes:**

Donnelly moved to approve the meeting minutes from the September 12, 2016 meeting, Rutledge seconded the motion; the motion carried.

5. **Presentations/Updates:**

The Foundry, Mike Scholl: Mike Scholl provided an update on The Foundry. Scholl is working with Brinkman on the final draft of the agreement. Brinkman is planning to lease 320 Cleveland from the City to use as their construction trailer. The City anticipates breaking ground on the project the first or second week in April 2017. Brinkman has selected KL&A as the structural engineer for the project. Brinkman is currently working on a franchise agreement with a potential hotel for the project.

The Pulliam, Mike Scholl: Mike Scholl announced the BBC market and usage study on the Pulliam building will be presented to City Council on October 11, 2016.

6. **Façade Program & Updates:** None.

7. **Action Items:**

Donnelly moved to approve the Downtown Development Authority move into Executive Session for legal advice, Rutledge seconded the motion; the motion carried.

Executive Session began at 6:45 p.m.

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Regular Session resumed at 7:04 p.m.

Action Item 1: Disposition and Redevelopment Agreement:

Donnelly moved to approve Resolution DDA2016-4 regarding the Disposition and Redevelopment Agreement for The Foundry, Rutledge seconded the motion; the motion carried.

Action Item 2: Meeting Survey Results: Postponed to next meeting.

Action Item 3: Resolution No. DDA2016-3

Rutledge moved to approve Resolution No. DDA2016-3 supporting a YES vote on ballot issue 5D and 5E for the Loveland Downtown Development Authority, Steele seconded the motion; the motion carried.

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

Update (Election, Communication, Branding, Development):

- **Downtown Communications Strategy** – Wedding-Scott announced the LDP approved the purchase of year-round festoon lights and a 24 ft. pre-lit Christmas tree for the holiday event. Poplaski announced the Holiday Tree Lighting event will be held on November 30th from 5:00 to 8:00 p.m. and 4th Street will be closed from Railroad to Jefferson for the event. Staff is currently working on an encroachment agreement with the City to have the tree placed in front of the Rialto. Poplaski reminded the Board the Resident Outreach event is tomorrow afternoon at Verboten.
- **Downtown Marketing Plan** – Wedding-Scott advised the board that the LDP Board adopted the Downtown District Strategic Marketing Plan which the Marketing Taskforce had previously presented.
- **Branding** – Wedding-Scott presented a mockup of the Downtown District logo metal signs which are going to be added to trashcans and benches throughout downtown.
- **Development** – Wedding-Scott announced she is continuing to work with the City Water & Power and Public Works on downtown infrastructure. Many of the fire hydrants downtown have been painted orange. According to the National Fire Protection Agency – fire hydrants are color coded based upon water flows/pressure. Wedding-Scott is working with Mike Scholl to possibly use LURA funds to implement a sidewalk implementation plan.

9. **Other Matters:** Wedding-Scott announced Sonja Rosenberger is the new Administrative Coordinator and Jen Poplaski has moved into a Project Coordinator role to focus on events, marketing and communication. Wedding-Scott also announced the City has agreed to allow Mike Scholl to work at the LDP office 20 hours per week.

10. **Liaison Reports:** None.

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

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12. Adjourn:

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

The meeting adjourned at 7:40 p.m.

Sharon Rae Cook, Secretary/Treasurer

Date