



**MINUTES**  
**LOVELAND CITY COUNCIL STUDY SESSION**  
**Tuesday, February 27, 2018 CITY COUNCIL CHAMBERS 6:00 PM**

**COUNCIL PRESENT:** Marsh, Overcash, Ball, Clark, Johnson, Olson, Jersvig, Wright, and Fogle

**COUNCIL ABSENT:** None

**STUDY SESSION**

**1. ECONOMIC DEVELOPMENT**  
**#LIVE LOVELAND CAMPAIGN**

Kelly Jones, Economic Development Director, began the presentation and introduced members of a sub-committee from the Loveland Strategic Partnership including Jay Doctor, Doug Rutledge, Dan Mills, Sethry Connor, and Mindy McCloughan. This project was born out of the Loveland Strategic Partnership, a nonprofit made up of many different segments of the community from government to nonprofit, education to the faith community. #Live Loveland was created specifically to connect citizens to each other, to help lead public policy issues, and engage them to make a better Loveland. #Live Loveland is taking a proactive, rather than reactive, approach to engaging the community. #Live Loveland is an internal campaign that aims to help people better understand and appreciate our wonderful City of Loveland, and it will encourage them to be more involved in the community. #Live Loveland will emphasize solutions and focus on the positive attributes of the community. The project has raised over \$100,000 since October 2017. They are looking to put together \$200,000 to \$250,000 budget, and they are asking the City to assist by matching the funds that have been raised. Council requested examples of how the funding would be spent and in what order. Council expressed their support for the campaign with comments regarding how critical the timing is to have such a positive campaign and cooperative in Loveland. Council provided direction to City staff to fund a matching grant for the #Live Loveland Campaign and provide information as to where the funds will be derived.

*Information Only*

**2. ECONOMIC DEVELOPMENT**  
**DRAFT REIMBURSEMENT AGREEMENT FOR DESK CHAIR**

Mike Scholl, Economic Development Manager, introduced the guests as Doug Erion, Wilynn Formeller, Cheri Waneka, Lucy Waneka, and Jim Doherty from Desk Chair, LLC. Desk Chair, LLC, located at 201 E. 4<sup>th</sup> Street, is seeking a reimbursement of \$78,827 from the City of Loveland for improvements to the sidewalk adjacent to the building along Cleveland Avenue. Council expressed support for this project going forward, and staff will bring the item to Council on March 6, 2018. Council clarified that the funding would be coming from the Economic Incentive Fund.

*Information Only*

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**ADJOURN**

Mayor Marsh adjourned the February 27, 2018 Study Session at 8:15 p.m.

Respectfully Submitted,



A handwritten signature in blue ink, appearing to read "B.A. Walker", is written above a horizontal line.

Beverly A. Walker, Acting City Clerk

A handwritten signature in blue ink, appearing to read "Jacki Marsh", is written above a horizontal line.

Jacki Marsh, Mayor