

Mayor Gutierrez called the Study Session and Special Meeting of the Loveland City Council to order at 6:30 p.m. on the above date. Councilors present: Gutierrez, Heckel, Solt, Klassen, McEwen, Rice, Johnson and Shaffer. Councilor McKean was absent. City Manager, Bill Cahill was also present.

1. BUSINESS DEVELOPMENT

Update on the Community Marketing Commission Brand Assessment and Strategic Marketing Plan

Business Development Manager, Betsey Hale introduced this item for Council's consideration. Dawn Putney, of ToolBox Creative, gave a report to City Council on a draft strategic plan and initial findings on the brand assessment and event inventory and gap analysis. This information was presented to the Community Marketing Commission (CMC) on June 16, 2011. A key revelation of the research and community outreach meetings was to build Loveland as a tourism destination. The recommendation for a Destination Management Organization (DMO) was discussed. The DMO would work exclusively to enhance and develop Loveland's competitive position as a tourism and visitor destination, provide tourism services and oversee significant projects. The next step in the process will be presentation of the Activation Plan at the August CMC meeting and a Council Study Session in September. Council discussed the benefits of the DMO and the education that will be needed to implement the marketing strategy. Council thanked Ms. Putney for the presentation.

2. DEVELOPMENT SERVICES

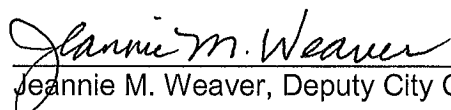
North Catalyst Project/Museum Expansion

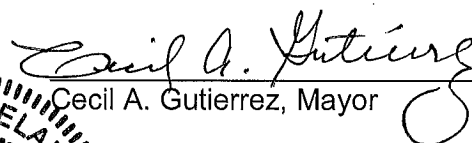
City Planner, Mike Scholl introduced this item to review the development proposal for the North Catalyst Project submitted by Brinkman Partners and the proposal to move the museum expansion south to the 5th Street site. Mr. Scholl discussed the following issues and decision points for Council consideration: Capital Expansion Fees; Museum Expansion/Capital Campaign; Catalyst Project/Public Partnership; Urban Renewal Authority/Tax Increment Financing; and Parking. Council expressed concerns with the long-term downtown parking situation and the effects from the project. Executive Fiscal Advisor, Alan Krcmarik addressed Council concerning the need for more analysis of the financing methods for the project. Council directed staff to move forward on negotiations with Brinkman Partners on a development agreement for the 6th and Lincoln site and further review of moving the Museum Expansion to the 5th street parking lot site. A Council Study session will be planned in the near future for more in depth discussion on the Museum expansion.

The study session was adjourned at 8:30 p.m and convened the Special Meeting.

Mayor Gutierrez called the Special Meeting to order declaring that no action was needed concerning the ACE Manufacturing and Innovation Park and the meeting was adjourned.

Respectfully Submitted,


Jeannie M. Weaver, Deputy City Clerk


Cecil A. Gutierrez, Mayor

