

**Loveland Downtown Development Authority  
Meeting Minutes – August 14, 2017**

**The Regular Meeting of the Loveland Downtown Development Authority (DDA)  
Board of Directors was held at 4:00 p.m. on August 14, 2017,  
at the LDP-DDA Offices, 350 N. Cleveland Avenue, Loveland, CO**

1. **Call to Order:** Chair Goacher called the meeting to order at 4:02 p.m.

2. **Roll Call:**

**Present:** Caldwell, Cook, Fogle (4:07), Goacher, Rutledge, Steele

**Absent:** Donnelly

**Staff:** Wedding-Scott, Executive Director; Rosenberger, Executive Assistant

**City Employees:** None

**Guests:** Steve Olson, City Council

3. **Public Comment:** None

4. **Approval of Minutes:**

*Rutledge moved to approve the corrected meeting minutes of the Regular Meeting of July 10, 2017, Caldwell seconded the motion; the motion carried.*

5. **Presentations/Updates:** None.

6. **Action Items:** None.

Wedding-Scott advised that the Resolution regarding a ballot question for the November 7, 2017, election is being prepared and board action on its approval has been postponed until the September meeting.

7. **Façade Program & Updates:**

Wedding-Scott reported that the Dark Heart Café project is now complete and documentation is being compiled by the property owner (Downtown Loveland, LLC) to request reimbursement per the Façade Agreement. She also reported that the Façade Agreement for the Loveland TapHouse is pending per completion of the project; and further, no application has been submitted yet for the project referred to as Miss Daisies BBQ which is pending a lease agreement. In response to Rutledge's question regarding the status of a sidewalk improvement project on Jefferson and 4<sup>th</sup> Street, Wedding-Scott reported that no application is imminent and improvements to the area will likely be incorporated with the HIP Streets development.

8. **Staff & Executive Director Reports  
(Developments, Election, Communications)**

○ **Developments Update (Wedding-Scott) -**

The Foundry: in Scholl's absence, Wedding-Scott provided an update on The Foundry project and advised that the developer (Brinkman) issues weekly updates each Friday; and further, Brinkman's marketing team will be introducing new logos and a communications plan. She also advised that the theatre plans to increase the number of

**Loveland Downtown Development Authority  
Meeting Minutes – August 14, 2017**

screens from five to seven and that the hotel will open in Spring 2019. Rutledge commented that he recently met with Jay Hardy regarding the parking garage and that exterior decorating is no longer in the budget.

The Pulliam: None.

Heartland Redevelopment: Wedding-Scott provided an update on the Heartland Corner and advised that an informational presentation is on the City Council's agenda for Tuesday.

Valentine Building: Wedding-Scott advised that the developer is in negotiations with a tenant and that the space will be leased as a brew hub.

Other: Wedding-Scott reported that the new owner of the property formerly known as Adelita's will be opening a nano brewery and anticipates he will apply for a façade grant.

○ **DDA Election / City of Loveland (Wedding-Scott) -**

Wedding-Scott reported that the Second Reading for the DDA Election Ordinance will be on the City Council agenda for Tuesday, August 15<sup>th</sup>. If Council approves the ordinance, the DDA thereafter goes dark and can no longer advocate for a YES vote in support of the DDA's election question to issue debt. She advised, however, that the DDA may hand out affidavits, but that board members may only advocate a position in their individual capacities. She commented that Grayline Strategies has been reaching out to businesses, advising them of steps to take in filling out an affidavit and identifying the number of votes per property. It is expected that residents in the DDA boundary will receive election information closer to the election.

○ **Downtown Communications / Other (Wedding-Scott) -**

Wedding-Scott reported that pursuant to the recent IRA 990 annual return and CIRSA audit, the LDP and DDA are in the process of preparing 1) Records Retention, 2) Cybersecurity, and 3) Whistleblower Protection policies. She advised that drafts have been reviewed by attorneys and will be made available prior to the next board meeting.

Wedding-Scott reported she recently met with the 137 Connection regarding homelessness and disruptive behaviors to discuss solutions and she invited board members to attend a meeting on August 21<sup>st</sup> to start a mentoring program between businesses and homeless individuals.

Wedding-Scott commented that as a result of last month's business breakfast, she met with a small group to hold a music fundraiser to raise money for appropriate lighting in the downtown district alleyways in order to promote safety. It is anticipated that \$8-10,000 can be raised and it has been named 'Light Up Downtown' or some variation of that.

Wedding-Scott commented on the success of the Downtown District LIVE music celebration held on July 29<sup>th</sup> and that additional exposure was provided on both radio and TV (9 News). She commented more advertising is still needed and suggested placing posters at Centerra prior to the September celebration. Bank of Colorado has offered to host the September VIP Reception. Further, Wedding-Scott advised that Blazen Illuminations has terminated their contract and will not be handling the Festival of Lights in November; however, they may assist with setting up the Christmas tree and working on

**Loveland Downtown Development Authority  
Meeting Minutes – August 14, 2017**

other lighting. She commented that the Business Alliance has decided it will refocus the Festival of Lights as a small hometown venue and has been discussing ways to invite those who attend the Centerra Winter Wonder Lights to the downtown area for shopping and dining experiences.

9. **Liaison Reports:**

- **Fogle, City Council.** Fogle advised that there is a broadband survey out for businesses and residents with the goal to determine how many people will sign up for broadband service and what their tolerance level is for price and speed. He commented that Comcast has recently lowered their rates and is adding internet service to Loveland district schools.

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

11. **Adjourn:**

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

**The meeting adjourned at 5:25 p.m.**

---

Ray Steele, Secretary/Treasurer

---

Date