

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

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

1. **Call to Order:** Co-Chair Goacher called the meeting to order at 6:35 p.m.

2. **Roll Call:**

**Present:** Rutledge, Goacher, Caldwell, Cook, Donnelly

**Absent:** Caldwell, Fogle

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

**City Employee:** None

**Guest/s:** Stacey Voigt, UC-D Master's Student/Intern LDP|DDA; Harrison Hand, Resident; Michael Currie Resident

3. **Public Comment:** None.

4. **Approval of Minutes:**

*Rutledge moved to approve the meeting minutes from the March 28, 2016 meeting, Cook seconded the motion; the motion carried.*

5. **Presentations/Updates:**

Stacey Voigt, The Lovelander Hotel Plaza Apartments: UC-D Master's student/LDP|DDA Intern, Stacey Voigt presented her capstone project on the Lovelander Hotel Plaza Apartments.

So. Catalyst Project: Cook provided an update on the South Catalyst Project from the Negotiation Review Team meeting she attended with the City of Loveland. Currently the City has a Letter of Intent (LOI) with Walker Parking to review the proposed parking structure needs and design.

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

7. **Action Items:** None.

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

**- Update (Election, Communication, Branding, Development)**

- **Election Strategy Update** – Wedding-Scott announced that Steve Miller, Larimer County Assessor presented on TIF at the LDP meeting that morning. Wedding-Scott announced the Master Constituency List & Voter Mapping will be presented at the May 9<sup>th</sup> meeting. Wedding-Scott announced the LDP has authorized the contract with Shannon Communications on downtown messaging. Advocacy for the election will be handed over to the Issues Committee in August. The Issues Committee is the

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Chamber of Loveland and the election is currently fully funded. Wedding-Scott advised the Board that the Plan of Development needs to be revised and presented to the Planning Commission by June 13<sup>th</sup>, and to the City Council for a study session on June 21<sup>st</sup>. Wedding-Scott announced the Attorneys are preparing drafts of the document with sales tax on groceries, and one without.

- **Downtown Marketing Plan** – Wedding-Scott announced staff is working on the LDP|DDA website. The LDP has hired Mantooth marketing to assist in the downtown marketing efforts. The marketing taskforce is meeting on May 3<sup>rd</sup>.
  - **Branding** – Wedding-Scott announced the LDP|DDA have reached their May goal for the Downtown District branding efforts and the “unveiling” of the brand will be April 29<sup>th</sup> at the Business Breakfast at Origins Wood Fired Pizza.
  - **Development** - Wedding-Scott called for Volunteers for the upcoming events; also noted the possibility of adding a commercial real estate directory on the website; and noted that BBC Consulting is working on the Pulliam Building renovation/fiscal modeling project.
9. **Other Matters:** None.
10. **Liaison Reports:** None.
11. **Agenda Items for Upcoming Meetings:**
12. **Adjourn:**

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

**The meeting adjourned at 7:56 p.m.**

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Sharon Rae Cook, Secretary/Treasurer

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Date