

**Loveland Downtown Development Authority
Meeting Minutes – August 8, 2016**

The regular meeting of the Loveland Downtown Development Authority Board of Directors was held at 6:30 p.m. on August 8, 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: Steele, Fogle, Goacher, Cook (quorum present)

Absent: Caldwell, Rutledge, Donnelly

Staff: Wedding-Scott, Executive Director

City Employee: Mike Scholl

Guest/s: None.

3. **Public Comment:** None.

4. **Approval of Minutes:**

Fogle moved to approve the meeting minutes from the July 25, 2016 meeting, Steele seconded the motion; the motion carried.

5. **Presentations/Updates:**

Marketing Taskforce – Strategic Plan Presentation: Wedding-Scott announced Isis Diloreti from Mantooth Marketing had presented the Strategic Marketing Plan, completed by the Marketing Taskforce to the LDP at their board meeting earlier in the day. The Marketing Taskforce will meet on August 30th for the benchmark meeting, and move forward with final presentation and implementation once approved.

South Catalyst Project: Mike Scholl provided an update on the South Catalyst Project. The City is currently meeting with Brinkman on negotiating a draft of terms and conditions for the South Catalyst project. The draft of terms will be presented to City Council on August 16th. Scholl reviewed the financial costs and benefits of the project.

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

7. **Action Items:** None.

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

Update (Election, Communication, Branding, Development):

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- **Election Strategy Update** – Wedding-Scott thanked Ray Steele, Dan Johnson, Doug Rutledge and John Fogle for attending the Resident Outreach event at Artspace on August 5th.

Wedding-Scott provided an update on the election messaging. The election messaging materials have all been distributed.

- **Downtown Communications Strategy** – Wedding-Scott announced the upcoming South Catalyst Open House on August 12th, and the Corn Roast event on August 19th and 20th.
- **Downtown Marketing Plan** – See above.
- **Branding** – None.
- **Development** – None.

9. **Other Matters:** Wedding-Scott advised the Board that the LDP has appointed Otis, Bedingfield and Peters, LLC as general legal counsel for both the LDP and DDA.
10. **Other Matters:** None
11. **Liaison Reports:** None
12. **Agenda Items for Upcoming Meetings:** None
13. **Adjourn:**

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

The meeting adjourned at 8:00 p.m.

Sharon Rae Cook, Secretary/Treasurer

Date