

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, November 14, 2016 – 6:30 P.M.

LDP/DDA Offices
350 North Cleveland Avenue, Loveland, CO 80537

6:30 p.m.

1. Call to Order
2. Roll Call

6:35 p.m.

3. Public Comment (Individual comments are limited to 3 minutes):

6:40 p.m.

4. Approval of Minutes:

Regular Meeting – October 24, 2016

“I move to approve (deny) the minutes of the Regular Meeting of October 24, 2016.”

6:45 p.m.

5. Presentations/Updates (15 min):

- Downtown Loveland, LLC, a Colorado limited liability company (Agreement finalized; pending approval)

6. Façade Program / Development Project Updates:

- Grant/Financial Summary (LURA & LDP Funds)
- Project Updates
 - Artworks (postponed to 2017)
 - Alliance Auto (pending)
 - Arcadia (Contract signed – ready for payment)
 - Feed & Grain (Application in process; pending DDA Approval in December)
 - Verboten (pending signatures)
 - Elks Lodge (Project Closed – payment pending documents)
 - 343 East 4th Street – Sidewalk Improvements (being engineered)

7. Action Items:

Action Item 1: Board Meetings

“I move to approve (deny) changing the DDA Board meeting to the second Monday of each month, beginning at 4:00 p.m. Meeting change will begin in December, 2016.”

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Action Item 2: In accordance with City Council Resolution R-88-2015, a motion to recommend to the Loveland Downtown Partnership (LDP) the approval (denial) of a reimbursement request in an amount not to exceed \$31,250, based upon the Façade Improvement Agreement (Agreement) between the Loveland Downtown Partnership (LDP), Downtown Loveland LLC, a Colorado limited liability company, and the Loveland Urban Renewal Authority (LURA), and further requesting the Executive Director to submit the request for reimbursement to the LDP for payment authorization and LURA for payment in accordance with the Agreement.

"I move to recommend to the Loveland Downtown Partnership (LDP) the approval (denial) of a reimbursement request in an amount not to exceed \$31,250, based upon the Façade Improvement Agreement (Agreement) between the Loveland Downtown Partnership (LDP), Downtown Loveland LLC, a Colorado limited liability company, and the Loveland Urban Renewal Authority (LURA), and further request the Executive Director submit the reimbursement request to the LDP for payment authorization and LURA for payment to the Owner."

Action Item 3: Executive Session (Contract Negotiations, if necessary)

"I move to approve the Downtown Development Authority move into Executive Session for contract negotiations."

7:15 p.m.

8. Staff & Executive Director Reports

- Developments Update (Scholl)
 - The Foundry Project
 - Pulliam Building (Progress / DOLA Grant Application)
 - HIP Streets Master Plan Update
 - Interim Improvements Update
- Other (Wedding-Scott)
 - Holiday Planning Update (Small Business Saturday, Festival of Lights and Elfie Selfie Scavenger Hunt)
 - Chamber Ribbon Cutting Update (Nice job & Thanks to Chamber)
 - US287/34 Curves – CDOT, Neighborhood Advocacy – Upcoming Meeting, November 17th @ 6:30 @ Library (Gertrude Scott Room)
 - Business Alliance (Holiday events, Printed Advertising, Social Media Advertising, Website Business Page(s), Business Breakfasts/2017 Event Planning, Flower Planter Sponsorship program, Night on the Town, etc.)
 - Copyright & Trademark
 - Go-Cup (Need City Ordinance)
 - Loveland Housing Authority (January planning meeting)

Upcoming:

- Small Business Saturday - November 26, 2016
- Downtown Loveland Festival of Lights - November 30, 2016, 5 - 8:00 p.m.
CALL FOR VOLUNTEERS TO HELP ON NIGHT OF EVENT!
- Elfie Selfie Scavenger Hunt @ Downtown Winter Walk, December 2-4, 2016

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STRATEGIC GOALS

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

Election – Defining 2017 Strategies

Communications Strategy

- **Events** (Fire & Ice, Peoples Fair, Plein Air, Hot Cars, LLBBQ Brews, Cherry Pie Fest, Corn Roast, Resident Outreach (May & September), South Catalyst Open Houses (3), Artspace, West Endies – **COMPLETE**
- Election Affidavit Business Breakfast – **COMPLETE**
- Faith-Based and Service Clubs – Sertoma, First United Methodist Church, Kiwanis (Scholl) – **COMPLETED & IN PROCESS**
- Faith-Based Breakfast (November) – **PENDING**
- CANDO presentation – **COMPLETED**
- US287/34 Curves – Neighborhood Advocacy – **ON-GOING**
- Website – Calendar of Events – **COMPLETED**
- “The Best of Loveland” Magazine – **December Issue – IN PROCESS**
- “Discover Ft. Collins, Loveland & Northern Colorado” – Dec/Jan/Feb – **IN PROCESS**

Branding

- Branding Signs (Budget/Placement) – **ON-GOING**
- Promotion Materials - **COMPLETED**
- Retail Sales (licenses, Mobile Pay, etc.) – received licenses, setting up inventory, pricing and merchant pay system – **IN PROCESS**.
- Research copyright and trademark requirements – **IN PROCESS**
- Develop protocols for rogue use of brand products – **IN PROCESS**
- Marketing Taskforce/Business Alliance work on downtown signage, banners, etc. - **IN PROCESS**

Development

- The Foundry (South Catalyst) – **IN PROCESS**
- Heartland Corner – **PENDING**
- Arcadia (Phase 2) – **COMPLETED**
- Dark Heart Coffee - 419 Jefferson – **IN PROCESS**
- Alliance Auto – **IN PROCESS**
- Artworks – **IN PROCESS**
- 214 W 4th Street (Valentine Building) – **FINALIZING PLANNING**
- Elks Lodge – **Phase 1 Close Out – PENDING SUBMITTALS**
- Pulliam Building – **DRAFT** report scheduled for December Council meeting
- Museum Expansion – **PENDING**

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9. Other Matters: None
10. Liaison Reports:
 - Fogle, City Council
 - Donnelly, County Commissioners
11. Agenda Items for Upcoming Meetings: None.

8:00 p.m.

12. Adjourn

UPCOMING LDP | DDA CALENDAR:

- Small Business Saturday - November 26, 2016
- Downtown Loveland Festival of Lights - November 30, 2016, 5-8:00 p.m.
- Elfie Selfie Scavenger Hunt @ Downtown Winter Walk, December 2-4, 2016

REGULAR MEETINGS (4:00 p.m. @ LDP|DDA Office - Note: new time)

- ~~November 28, 2016 (cancelled)~~
- December 12, 2016
- January 9, 2017
- February 13, 2017
- March 13, 2017