

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, September 26, 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 – September 12, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of September 12, 2016.”*

6:45 p.m.

5. Presentations/Updates (15 min):

- The Foundry Project Update – Mike Scholl

6. Façade Program & Updates: None.

7. Action Items:

Action Item 1: Survey Results:

“I move to approve (deny) changing the DDA Board meeting to the third Tuesday of each month, beginning at 8:00 a.m. Meeting change will begin in December 2016.”

Action Item 2: Resolution No. DDA2016-3

“I move to approve (deny) Resolution No. DDA2016-3 supporting a YES vote on ballot issue 5D and 5E for the Loveland Downtown Development Authority”

7:15 p.m.

Staff & Executive Director Report (Wedding-Scott):

- Staffing and Contractor Update
- Business Alliance Update

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- Interim Improvements Update:
 - Inventories: Benches, trash containers, hydrants, landscape beds
 - Mapping
 - City Reviews
 - Baseline City Services
 - Civil engineers for sidewalk condition index and projects
 - HIP Streets integration into planning/construction
- Holiday Planning Update
- Downtown Marketing Plan Update
 - Mantooth Marketing/Marketing Taskforce: Final Report approved by LDP
 - Business Alliance presentation at Business Breakfast – 9/30/16 (Friday)

Upcoming:

- Residential Outreach, September 27, 2016 4:00-6:00 p.m. - Verboten Brewery
- Business Breakfast, September 30, 2016 7:30 a.m. – Business Alliance Presentation
- Small Business Saturday, November 26
- Holiday event, November 30, 2016 5:00-8:00 p.m. – Downtown
- Winter Walk, December 2-4, 2016

STRATEGIC GOALS

- **Update (Election, Communication, Branding, Development)**
 - ✓ **Election –**
 - **Election Timeline – Critical Dates**
 - ✓ Jul 19 Plan of Development **COMPLETED**
 - ✓ Aug 2 Ballot Title to CC (1st reading – Ord) **COMPLETED**
 - ✓ Aug 16 Ballot Title to CC (2nd reading – Ord) **COMPLETED**
 - ✓ Oct 17/21 Mail Ballots sent out
 - **Messaging (Shannon Communications)** – Pre-Election Messaging **COMPLETED**
 - **Legal:**
 - ✓ Joint Boards - Review and Approval of Plan of Development/Ballot Questions - **COMPLETED**
 - ✓ Planning Commission Recommendation to Council - **COMPLETED**
 - ✓ City Council Actions (July-July-August 2016) - **COMPLETED**
 - ✓ Notification to School District - **COMPLETED**

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✓ **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 – **ON-GOING**
- **Faith-based and Service Clubs** – Sertoma's, First United Methodist Church, Kiwana's - **COMPLETED**
- **Faith-Based Breakfast** (August/September) – **ON-GOING**
- CANDO presentation – **COMPLETED**
- US287/34 Curves – Neighborhood Advocacy – **ON-GOING**
- Website – Calendar of Events - **COMPLETED**

✓ **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**
- Working with Marketing Taskforce (Business Alliance) on development/phase in of District brand into downtown signage, banners, etc.

✓ **Development**

- South Catalyst (The Foundry) – **IN PROCESS**
- Heartland Corner - **PENDING**
- Alliance Automotive – **IN PLANNING**
- Arcadia (Phase 2) – **IN PROCESS**
- Dark Heart Coffee - 419 Jefferson – **IN PROCESS**
- 214 W 4th Street (Valentine Building) – **IN PLANNING**
- Elks Lodge – **Phase 1 Close Out**
- Pulliam Building – **DRAFT report out**
- Museum Expansion

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8. Other Matters:

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

8:00 p.m.

11. Adjourn:

UPCOMING DDA MEETINGS:

- Residential Outreach, September 27, 2016 4:00-6:00 p.m. Verboten Brewery
- Business Breakfast, September 30, 2016 7:30 a.m. – Business Alliance Presentation
- Holiday event, November 30, 2016 5:00-8:00 p.m. - Downtown

Regular Meetings (6:30 p.m. @ LDP|DDA Office) –

- **October 10, 2016 – MEETING CANCELLED!**
- October 24, 2016
- November 14, 2016
- November 28, 2016