

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, April 25, 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 – April 11, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of April 11, 2016”.*

6:45 p.m.

5. Presentations/Updates:

- Stacey Voigt, UC-D Intern, Project Report, The Lovelander Hotel
- So. Catalyst Project Update (Scholl)

6. Façade Program & Updates: None

7:15 p.m.

7. Action Items: None

7:15 p.m.

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

- Update (Election, Communication, Branding, Development)

o **Election Strategy Update –**

- o Master Constituency List & Voter Mapping
- o Funding (Funded; Issues Committee)
- o Messaging (Shannon Communications proposal)

▪ Outreach:

- ✓ Resident
- ✓ Business

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- ✓ Property Owners
- ✓ Media
- Legal:
 - ✓ **Timeline (Critical Path)**
 - ✓ **Revised Plan of Development (June-July 2016)**
 - ✓ **Ballot Questions (June-July 2016)**
 - ✓ **Planning Commission Review (June 2016)**
 - ✓ **City Council Action (June-July-August 2016)**
- **Downtown Communications Strategy**
 - Website Development
 - Calendar of Events
 - Resident Outreach
 - Business Outreach
 - Draft of Strategy
- **Downtown Marketing Plan**
 - Mantooth Marketing Proposal: May 3rd Marketing Taskforce meeting
 - ✓ Phase I – Research & Evaluation of current marketing efforts; creating the “Crosswalk” of influences and identify gaps/opportunities
 - ✓ **Phase II** – **Convene Taskforce**
 - ✓ Phase III – Audience & Messaging
 - ✓ Phase IV – Strategies / Tactics
 - ✓ Phase V – Implementation
 - ✓ Phase VI – Final Evaluation
- **Branding**
 - Developing Business Materials
 - Signage
 - Exhibit tables/materials
 - UNVEILING!!! MAY 2016 GOAL! Business Breakfast – “Branding the Downtown” - 4/29, 7:30-9:00 a.m. Origins Wood Fired Pizza
- **Development**
 - South Catalyst
 - Heartland Corner
 - Commercial Real Estate/Directory (pending new website)

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- Pulliam Building (BBC Report)

9. Other Matters: None

7:30 p.m.

12. Liaison Reports:
- City Council - Fogle
 - Larimer County – Donnelly

13. Agenda Items for Upcoming Meetings:
- Interagency Service Agreements (Pending Election Results)

7:45 p.m.

14. Adjourn

UPCOMING LDP CALENDAR:

[Special Meeting - Business Breakfast, 4.29.16, 7:30-9:00 a.m., Origins Wood Fired Pizza](#)

Regular Meetings (8:00 a.m. @ LDP|DDA Office) -

- April 25, 2016
- May 9, 2016
- May 23, 2016
- June 13, 2016

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