

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, July 11, 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 – June 27, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of June 27, 2016”.*

6:45 p.m.

5. Presentations/Updates (15 min):
 - So. Catalyst Project Update – Wedding-Scott

6:50 p.m.

6. Façade Program & Updates:
 - Arcadia – Phase 2 Recommendations from the working group
7. Action Items:
 - *“I move to approve (deny) the Façade Reimbursement Program Application received 6.1.16 from Howard Perko for Phase 2 façade improvements planned at 333 N Cleveland Avenue, Loveland, CO, and in the remaining amount of \$30,000 as authorized by Section 8 of the Façade Incentive Grant Agreement between Linden Street LLC d/b/a River Development, LLC and the Loveland Urban Renewal Authority dated February 12, 2015; and further to recommend said application to the LDP and LURA for processing payment upon final completion of the project as approved.”*

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7:00 p.m.

Staff & Executive Director Report (Wedding-Scott):

- Council Study Session 7/12
- DDA Plan of Development Update
- High Rollers Event 7/18
- LLBBQ & Brews 7/15-7/16 & Cherry Pie Festival 7/16 (Need Volunteers!)
- Artspace Residential Outreach event 8/5
- Joint Board Strategic Planning Session 8/15
- Business Alliance Update (transition, website, marketing, membership, etc.)

STRATEGIC GOALS

- **Update (Election, Communication, Branding, Development)**
 - **Election Strategy Update –**
 - New Election Timeline – Critical Dates
 - July 12 – POD to City Council – Study Session
 - July 19 – POD to City Council – Resolution
 - Aug 2 – Ballot Title to CC (1st reading – Ord)
 - Aug 16 – Ballot Title to CC (2nd reading – Ord)
 - Messaging (Shannon Communications) – Proposed Ballot Questions
 - Outreach:
 - ✓ Resident
 - ✓ Business
 - ✓ Property Owners
 - ✓ Media
 - Legal:
 - ✓ Joint Boards - Review and Approval of Plan of Development/Ballot Questions
 - ✓ Planning Commission Recommendation to Council
 - ✓ City Council Action (July-July-August 2016)
 - **Downtown Communications Strategy**
 - Events
 - Website – Calendar of Events
 - ✓ Need Volunteers

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- **Downtown Marketing Plan**
 - Mantooth Marketing/Marketing Taskforce (convene every two weeks)
 - ✓ Phase I – Research & Evaluation
 - ✓ Phase II – Convene Taskforce
 - ✓ Phase III – Audience & Messaging
 - ✓ **Phase IV – Strategies / Tactics**
 - ✓ Phase V – Implementation
 - ✓ Phase VI – Final Evaluation

- **Branding**
 - Branding Signs Budget/Placement
 - Promotion Materials
 - **Retail Sales (licenses, Mobile Pay, etc.)**

- **Development**
 - South Catalyst
 - Heartland Corner
 - Arcadia (Phase 2)
 - 419 Jefferson

7:20 p.m.

8. Other Matters: LDP/DLA Integration Update

9. Liaison Reports:
 - Fogle, City Council
 - Donnelly, County Commissioners

10. Agenda Items for Upcoming Meetings: (None)

7:30 p.m.

11. Adjourn:

UPCOMING DDA MEETINGS:

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- High Rollers Event – July 18, 2016, 4:00-6:00 p.m. @ Generations Wine & Martini Bar
- July Business Breakfast - July 29, 2016 @ 7:30 a.m. LDP|DDA Office, Fire & Safety Presentation
- ARTSPACE resident outreach August 5, 2016 @ 6 p.m.
- Joint Board Strategic Planning Session – August 15, 2016, 7:30-9:30 a.m. @ Rialto, Devereaux Room

See www.LovelandPartnership.org for a Calendar of Upcoming Downtown Events

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

- July 25, 2016
- August 8, 2016
- August 22, 2016
- September 12, 2016