

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

6:45 p.m.

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

6:50 p.m.

6. Façade Program & Updates:
 - Arcadia – Update only
 - Dark Heart – Update only
7. Action Items: None

7:00 p.m.

Staff & Executive Director Report (Wedding-Scott):

- High Rollers Event 7/18 - Review
- LLBBQ & Brews 7/15-7/16 & Cherry Pie Festival 7/16 - Review
- Upcoming:
 - Business Breakfast, July 29th @ 7:30 a.m.
 - Artspace Residential Outreach event 8/5
 - Joint Board Strategic Planning Session 8/15
 - Art in the Park / Sculpture in the Park 8/13

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- Corn Roast 8/19-20
- Residential Outreach, September (?)

STRATEGIC GOALS

- **Update (Election, Communication, Branding, Development)**
 - **Election Strategy Update –**
 - New Election Timeline – Critical Dates
 - ✓ Jul 19 - Plan of Development to CC
 - 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
 - **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

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✓ 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
 - Election Update – Issues Committee

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:

- 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.
Art in the Park/Sculpture in the Park, 8/13
Corn Roast, Aug 19-20
- Joint Board Strategic Planning Session – August 15, 2016, 7:30-9:30 a.m. @ Rialto, Devereaux Room

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

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

- August 8, 2016
- August 22, 2016
- September 12, 2016
- September 26, 2016