

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, August 8, 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 25, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of July 25, 2016.”*

**6:45 p.m.**

5. Presentations/Updates (15 min):
  - Marketing Taskforce – Strategic Plan Presentation – Isis Diloreti, Mantooth Marketing (Lelchook, Davis, Wedding-Scott & Poplaski)
  - So. Catalyst Project Update – Mike Scholl
6. Façade Program & Updates: None
7. Action Items: None

**7:15 p.m.**

**Staff & Executive Director Report (Wedding-Scott):**

- 8/5 Artspace Residential Outreach – Update
- Presentation of General Legal Services proposals, findings from interviews and recommendation (Working Group - Wedding-Scott, Davis, Johnson, Steele) - Update

**Upcoming:**

- South Catalyst Open House 8/12 (5-8:00 p.m.)
- Joint Board Strategic Planning Session 8/15 (7:30-9:00 a.m.)
- Corn Roast 8/19-20 (Need volunteers)
- Residential Outreach, September (?) – TBD (Need Volunteers)

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, August 8, 2016**  
**6:30 P.M.**

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

---

**STRATEGIC GOALS**

- **Update (Election, Communication, Branding, Development)**
  - ✓ **Election Strategy Update –**
    - New Election Timeline – Critical Dates
      - ✓ Jul 19 Plan of Development **COMPLETED**
      - ✓ Aug 2 Ballot Title to CC (1<sup>st</sup> reading – Ord) **COMPLETED**
      - Aug 16 Ballot Title to CC (2<sup>nd</sup> reading – Ord)
      - Sep 23 Pro/Con Statements Due
      - Oct 18 LURA Resolution to Terminate
      - Oct 17/21 Mail Ballots sent out
    - Messaging (Shannon Communications) – Pre-Election Messaging
      - Outreach:  
*Faces of Downtown* (8) difference postcards (by demographic)/posters for display @ downtown businesses,  
*Dimes=Dollars* postcard (handouts), 3 flyers, *Just Vote!*, Door Hangers – **COMPLETED**
        - ✓ Residents
        - ✓ Businesses
        - ✓ Property Owners
        - ✓ Natural and 2015 Designated Voters (by sector)
        - ✓ Media (City Update, R-H, Biz-West, The Coloradoan, etc.
      - Legal:
        - Joint Boards - Review and Approval of Plan of Development/Ballot Questions - **COMPLETED**
        - Planning Commission Recommendation to Council - **COMPLETED**
        - ✓ City Council Action (July-July-August 2016) - **COMPLETED 1<sup>ST</sup> READING 8/2/16**
        - ✓ Notification to School District - **COMPLETED**
- ✓ **Downtown Communications Strategy**

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, August 8, 2016**  
**6:30 P.M.**

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

---

- 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) – **ON-GOING**)
  - Faith-based and Service Clubs – Breakfast (end of August)
  - CANDO presentation
  - Website – Calendar of Events - **COMPLETED**
- ✓ **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 - **COMPLETED**
  - ✓ Promotion Materials - **COMPLETED**
  - Retail Sales (licenses, Mobile Pay, etc.) – received licenses, setting up inventory, pricing and merchant pay system.
  - Research copyright and trademark requirements
  - Develop protocols for rogue use of brand products
  - Working with Marketing Taskforce on development/phase in of District brand into downtown signage, banners, etc.
- ✓ **Development**
- South Catalyst
  - Heartland Corner
  - Arcadia (Phase 2)
  - 419 Jefferson
  - 214 W 4<sup>th</sup> Street (Valentine Building)
  - Elks Lodge
  - Pulliam Building
  - Museum Expansion
- ✓ **Business Alliance Transition**
- Presentation on transition on 8/22

**Agenda  
Loveland Downtown Development Authority (DDA)  
Regular Meeting  
Monday, August 8, 2016  
6:30 P.M.**

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

---

- Purpose
- Structure (meetings, membership, benefits, etc.)

**7:45 p.m.**

8. Other Matters:
  - Election Update – Issues Committee
  
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:**

- South Catalyst Open House 8/12 (5:00-8:00 p.m.)
- Corn Roast 8/19 & 20
- Joint Board Strategic Planning Session – August 15, 2016, 7:30-9:30 a.m. @ Rialto, Devereaux Room

See [www.LovelandPartnership.org](http://www.LovelandPartnership.org) for a Calendar of Meetings & Upcoming Downtown Events.

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

- August 22, 2016
- September 12, 2016
- September 26, 2016
- October 10, 2016