

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, October 24, 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 26, 2016

“I move to approve (deny) the minutes of the Regular Meeting of September 26, 2016.”

6:45 p.m.

5. Presentations/Updates (15 min):
 - The Foundry Project Update – Mike Scholl
 - Pulliam Building Update – Mike Scholl
 - HIP Streets Master Plan Update – Mike Scholl
6. Façade Program / Development Project Updates:
 - Artworks, Alliance Auto, Dark Heart, Arcadia
7. Action Items:

Action Item 1: Meeting Survey Results

Options:

Second Week - Mon., Tues., Wed., Thur. @ 8:00 a.m.

Third Week - Monday @ 10:30 a.m. (after LDP meeting @ 8:00 a.m.)

Third Week - Tues., Wed., Thur. @ 8:00 a.m.

“I move to approve (deny) changing the DDA Board meeting to the _____ [first, second, third, fourth] _____ [M-T-W-Th day] of each month, beginning at _____ [time] a.m./p.m. Meeting change will begin in December, 2016.

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7:15 p.m.

Staff & Executive Director Report (Wedding-Scott):

- Business Alliance Update
 - Regular Scheduled Meetings
- 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
- US287/34 Curves – Neighborhood Advocacy
- Holiday Planning Update

Upcoming:

- Business Breakfast - October 28, 2016, 7:30 a.m. – ArtSpace
- Chamber Ribbon Cutting - November 8, 2016, 12:00 p.m. – LDP | DDA Offices
- Small Business Saturday - November 26, 2016
- Downtown Loveland Festival of Lights - November 30, 2016, 5-8:00 p.m.
- 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 **COMPLETED**
 - Nov 8 Election Day
- 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**
- Election Affidavit Business Breakfast – **October 28th**
- Faith-Based and Service Clubs – Sertoma, First United Methodist Church, Kiwanis - **COMPLETED**
- Faith-Based Breakfast (November) – **PENDING**
- 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**
- Marketing Taskforce/Business Alliance work on downtown signage, banners, etc. - **IN PROCESS**

Development

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

7:45 p.m.

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

8:00 p.m.

11. Adjourn:

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UPCOMING LDP | DDA CALENDAR:

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REGULAR MEETINGS (6:30 p.m. @ LDP|DDA Office):

- November 14, 2016
- November 28, 2016
- December 2016, **tbd**
- January 2017, **tbd**