

**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.*

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, October 24, 2016 – 6:30 P.M.**

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 (1<sup>st</sup> reading – Ord) **COMPLETED**
  - Aug 16 Ballot Title to CC (2<sup>nd</sup> 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**

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, October 24, 2016 – 6:30 P.M.**

**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 4<sup>th</sup> 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:

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, October 24, 2016 – 6:30 P.M.**

**UPCOMING LDP | DDA CALENDAR:**

- 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

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

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