

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, May 23, 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 – May 9, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of May 9, 2016”.*

6:45 p.m.

5. Presentations/Updates:
 - District Messaging (Election) – Brad Shannon
 - So. Catalyst Project Update – Mike Scholl

7:15 p.m.

6. Façade Program & Updates: None

7:15 p.m.

7. Action Items:
 - Discussion on filling upcoming Board of Director positions (June 30, 2016 terms). **Please note: Both Board members (Steele and Cook) have indicated a desire to stay in their positions for a four (4) year term – beginning July 1, 2016 and ending June 30, 2020. (See attached excerpt from By-Laws with term appointments noted).**

“I move to nominate to the City Council of the City of Loveland the Board appointments of Ray Steele Jr. and Sharon Cook to fill the unexpired 4-year term ending June 30, 2020.”

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- Discussion on the DDA's revised Plan of Development. Review of City financial data on LURA TIF financing; pros/cons on including sales tax on food for home consumption in the DDA TIF base/increment (Scholl).

"I move to approve ("deny") the DDA's revised Plan of Development and further to refer said Plan to the Loveland Planning Commission and the City of Loveland City Council with a recommendation for approval.

7:30 p.m.

8. Staff & Executive Director Report (Wedding-Scott):

- **Update (Election, Communication, Branding, Development)**

- **Election Strategy Update –**

- Master Constituency List & Voter Mapping
 - Messaging (Shannon Communications)
 - Outreach:
 - ✓ Resident
 - ✓ Business
 - ✓ Property Owners
 - ✓ Media
 - Legal:
 - Review/recommendations on Plan of Development/Ballot Questions
 - ✓ Planning Commission Review (June 2016)
 - ✓ City Council Action (June-July-August 2016)

- **Downtown Communications Strategy**

- Events
 - Website – Calendar of Events
 - ✓ Volunteers Needed

- **Downtown Marketing Plan**

- Mantooth Marketing/Marketing Taskforce (convene every two weeks) – Group meeting May 24, 2016
 - ✓ Phase I – Research & Evaluation
 - ✓ Phase II – Convene Taskforce
 - ✓ **Phase III – Audience & Messaging**

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- ✓ Phase IV – Strategies / Tactics
- ✓ Phase V – Implementation
- ✓ Phase VI – Final Evaluation

- **Branding**



- **Promotional materials**
- Exhibit Space (tents, tables, promotional materials)
- Signage (doors, parking, banners, etc.)
- Water bottles, coffee mugs, pens

- **Development**

- South Catalyst (fiscal/economic modeling)
- Heartland Corner

7:45 p.m.

9. Other Matters: LDP/DLA integration update

7:50 p.m.

10. Liaison Reports:
 - City Council - Fogle
 - Larimer County – Donnelly

8:00 p.m.

11. Agenda Items for Upcoming Meetings:
 - Interagency Agreements (pending election results)
 - Larimer County TIF Finance Study (Final Draft) – Krcmarik
 - Ballot Questions (Wedding-Scott/Robert Rogers – legal)
 - Constituency List Project (Wedding-Scott)

8:00 p.m.

12. Adjourn

UPCOMING LDP CALENDAR:

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

Special Meeting - Business Breakfast "The Downtown District – See OUR future!"
Friday, May 27, 2016 @ 7:30 a.m. LDP|DDA Office

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Regular Meetings (8:00 a.m. @ LDP|DDA Office) -

- May 23, 2016
- June 13, 2016
- July 11, 2016
- July 25, 2016

UPCOMING DDA MEETINGS:

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

- May 23, 2016
- June 13, 2016
- July 11, 2016
- July 25, 2016