

**Agenda**  
**Loveland Downtown Development Authority (DDA)**  
**Regular Meeting**  
**Monday, May 9, 2016**  
**6:30 P.M.**

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

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**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 – April 25, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of April 25, 2016”.*

**6:45 p.m.**

5. Presentations/Updates:
  - So. Catalyst Project Update (Scholl)
6. Façade Program & Updates: None

**7:15 p.m.**

7. Action Items:
  - Discussion/direction on Plan of Development & Ballot Questions

**7:15 p.m.**

8. Staff & Executive Director Report (Wedding-Scott):
  - **Update (Election, Communication, Branding, Development)**
    - **Election Strategy Update –**
      - o Master Constituency List & Voter Mapping
      - o Messaging (Shannon Communications)
        - Outreach:
          - ✓ Resident
          - ✓ Business

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- ✓ 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) - Update
    - ✓ Phase I – Research & Evaluation
    - ✓ Phase II – Convene Taskforce (Update on taskforce meeting and next steps)
    - ✓ **Phase III – Audience & Messaging**
    - ✓ Phase IV – Strategies / Tactics
    - ✓ Phase V – Implementation
    - ✓ Phase VI – Final Evaluation
  
- **Branding**
  - **Promotional materials**
  - Exhibit Space (tents, tables, promotional materials)
  - Business Breakfast Update (Last Friday of every month)
  - Signage (doors, parking, banners, etc.)
  
- **Development**
  - South Catalyst (fiscal/economic modeling)
  - Heartland Corner
  
- 9. Other Matters:
  - DLA integration discussions / Joint DLA/LDP planning session scheduled for May 23, 2016

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**7:30 p.m.**

10. Liaison Reports:

- City Council - Fogle
- Larimer County – Donnelly

11. Agenda Items for Upcoming Meetings:

- Larimer County TIF Finance Study (Final Draft)

**7:45 p.m.**

12. Adjourn

**UPCOMING LDP CALENDAR:**

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

- May 9, 2016
- May 23, 2016
- June 13, 2016
- July 11, 2016

**UPCOMING DDA MEETINGS:**

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

- May 9, 2016
- May 23, 2016
- June 13, 2016
- July 11, 2016