

CALL TO ORDER Co-chair Johnson called the regular meeting of the City of Loveland Creative Sector Development Commission to order on the above date at 5:30 PM.

ROLL CALL Roll was called and the following responded: Carrasco, Johnson, Mueller, Shockner, and Bahus-Meyer.

MINUTES Minutes were unavailable at the time of this meeting due to technical difficulties. The November minutes will be available before the March meeting.

PUBLIC COMMENT No public comment.

REPORTS

Council Liaison Report

Councilor Farley stated that as a new liaison to the commission he does not have anything to report. He asked what the commission members would like to report back to Council. A brief discussion ensued regarding additional funding.

Commissioner Johnson wanted to give high praise to Marcie Erion for the hard work on the tag, the website and the successful launch party. Commission and Councilor Farley all agreed.

Staff Liaison Report

Economic Development Specialist Marcie Erion thanked everyone for their support. Most of her report will be covered under the Discussion Items.

DISCUSSION ITEMS

Website, TAG, and Launch Party Feedback

Ms. Erion elaborated on the launch party and the details of the website and the tag. She asked for additional feedback or suggestions. Discussion continued with suggestions for additional promotions and ideas on how to get more artists participating.

Ms. Erion explained the original idea to have the tag included on the Loveland Valentine's Program was denied by the post office. She is working on new ideas to have the tags on the original valentines instead of part of the stamp. Discussion ensued on additional locations for the tag.

2012 Metrics & Goals

Ms. Erion stated that the Office of Creative Sector Development (OCS) is taking the Economic Development Strategic Plan to City Council at the end of this month. The OCS metrics are included as a part of the overall Strategic Plan. Some of the metrics, goals and job descriptions have been updated to reflect the reassigning and crossover of some of the new duties with the Visitor Services Coordinator. A brief discussion ensued.

Partnerships

Ms. Erion met with Denver International Airport (DIA). She explained the hope be able to have space at the airport for exhibits to help promote the Sculpture Show. She is also working with Jason Licon, Airport Director for the Fort Collins Loveland Municipal Airport as well to discuss options for packages for the park show, ways to partner to promote Loveland.

Events

Ms. Erion explained that the Community Marketing Commission approved at their meeting last night for \$105,000 to be used for events in Loveland. She explained the division of that amount to be split \$40,000 for Engaging Loveland to do four events with the remaining

\$65,000 to the OCSD for the destination event known as Fall in Loveland. Discussion ensued on the specifics of the event.

Visitor Services Coordinator

Ms. Erion gave a brief update on the status of the Visitor Services Coordinator position. She stated that the panel will be interviewing 6 candidates between tomorrow and Monday. This position will be the liaison to the Community Marketing Commission and oversee the operations at the Visitor Center. Goal is to have someone hired and started by March 1st. A brief discussion ensued.

Artspace

Ms. Erion stated the Artspace project is underway. They have decided on a 30-unit building and starting to roll out beautiful plans from the architects as well as currently working on the funding. Discussion continued with the details of the project.

Boards & Commission Summit

Ms. Erion announced the annual Board & Commission Summit dinner is at 5PM on March 1st. She asked if two members would like to attend to give a brief presentation on this commission's accomplishments for the year and goals for next year. Commissioners Carrasco and Johnson will attend.

Our Town Grant

Ms. Erion stated the Our Town Grant information is now available. She asked if any commissioner would be interested in gathering more information on this and research the website and links available. Commissioner Johnson volunteered to research the grant.

Commissioner Comments

Questions were asked about the status of the pop-up galleries. Ms. Erion stated at this time she does not have the time or resources to continue that program; however, she is working with Steve Wright who is interested in taking over that project. Discussion ensued regarding the pros and cons of the program and the artists' involvement.

Comment was made regarding the lack of adequate signage for the City. A brief discussion ensued on the importance on the signage.

Commissioner Mueller will be speaking on taxes and accounting at the Artist Collective on Monday at 6:30 PM.

TedX program is making rapid progress.

ADJOURNMENT

Having no further business to come before the Commission, the January 20, 2012 Regular Meeting was adjourned at 6:50 p.m.