

**CALL TO ORDER** Chair Corwin called the regular meeting of the City of Loveland Creative Sector Development Commission to order on the above date at 5:37 PM.

**MEMBERS PRESENT** Meg Corwin, Leah Johnson, Paul Mueller, Sheila Carrasco, Jan Rosetta Shockner, Kim Wheeler, Mary Bahus-Meyer, and Lynn Hayden-Ugarte.

**STAFF PRESENT** Marcie Erion and Dawn Wirth.

**MINUTES** Minutes for the September 15, 2011 Regular Meeting were approved as submitted.

## **REPORTS**

### **Code of Conduct**

Chair Corwin asked if commission was ready to approve the code of conduct. Discussion ensued regarding the portion regarding the comment rule of 3 minutes per member. Motion was made approve the code of conduct with the addition of 3-minute rule for commission member comment. Motion was made and seconded and passed unanimously.

### **City Council Liaison Report**

This is an information only item. No action is required. Councilor Shaffer gave a brief update on the new City Council Liaison, Councilor Farley. Councilor Farley was unavailable for this meeting. She thanked everyone for their participation on this commission and the commission thanked her for her service as well.

Councilor Shaffer gave a brief update on Council news. She explained that Council has had their first meeting with the new Council members.

### **Finance Committee Update**

Commissioner Mueller gave a brief update on the Finance Committee. He stated that a meeting has been set for the 2<sup>nd</sup> Thursday of the month at his office.

Marcie Erion stated that Betsey Hale requested this commission look at the Office of Creative Sector Development budget for 2012. She stated that Andrea Tucker, the Economic Development Economic Gardening staff, has done some research that will help with our strategic plan which is help with the upcoming budget. Discussion ensued regarding the 3 year City funding and the finance constraints of this program.

### **Staff Liaison Report**

Marcie gave an update on her current activities. She stated that she will be presenting to the Community Marketing Commission for a proposal of Destination Loveland events.

Marcie gave a brief update on the Creative Sector website. She stated that it's in the works but it's just not ready yet. She explained the process of creating a new website and is happy to announce she has a free intern for Aims Community College assisting with the site. Discussion ensued.

Marcie gave an update on the TAG marketing program. It should be posted all over the City with the TAG will get you to its own little website with an overview of the City.

She testified for the Creative District. She stated that it's great to have been one of two in the State.

Marcie gave a summary of her goals for the rest of the year and into early next year. She is still working on National Social Gala for May 18, 2012 at Sylvan Dale Guest Ranch.

She announced an art incubator will be opening next to Aims Community College soon. She continued and gave a brief update on the mural money and ribbon cutting planned for May.

#### Commissioner Comments

Leah Johnson sent an article to City Council about how they integrated Arts and Science and she will send out to the commission.

Kim Wheeler asked about Holiday parades. Marcie gave a brief overview of the Holiday Festival and the Parade of Lights. She said they have robots ready and would like to show off.

Kim also stated that Road Narrows is close to the railroad and would like to name that area something like Downtown Railroad District or something. Trendy area with a distinct space. Discussion ensued with some other areas with named district areas.

Mary gave a quick update on Ted-x event coming up soon. They are thinking about sponsors funding artists to create a unique and collective t-shirts instead of just the average and plain. She also showed off the 2012 calendar that was created using student artwork that they are selling as a fundraiser to help with the arts program in the schools. Discussion ensued on where and when the fundraiser is going on.

Marcie mentioned a gathering to talk about better ways to collaborate. Paul Mueller has 60 speakers they are evaluating. Meg mentioned that Marcie and Betsey would like the commission to go through the new evaluations.

Also work on creating a networking group for new and small businesses. Discussion ensued on the benefits of a network group.

Other discussion would be a tour of the businesses and possibly meet off-site as a commission. Maybe even a fundraising event.

Mary announced that on December 5<sup>th</sup> they are sponsoring a free class on social media and how to use it to market yourself. Will be in the Monfort Room at Centerra.

#### Next Meeting Agenda Items – January 19, 2012

#### ADJOURNMENT

Having no further business to come before the Commission, the November 17, 2011 Regular Meeting was adjourned at 7:14 p.m.