

CALL TO ORDER Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM.

ROLL CALL Roll was called and the following responded: A l b e r s , Erion, McKinney, Saffell, Hughey, and Bush.

MINUTES Minutes for the January 18, 2012 Regular Meeting were approved as submitted.

PUBLIC COMMENT No public comment.

REPORTS
Post Project Reports

There were no comments or questions of the post project reports.

Staff Liaison Report

This is an information only item. No action is required. Director Hale gave a brief overview of the current Lodging Tax budget.

Director Hale explained the changes on the Work Plan calendar. She gave an update on some of the future agenda items. She also gave notice that the Visitors Center budget may need to be revisited. It is still early to determine if that is going to be necessary but the transitional costs have been more substantial than originally anticipated.

Director Hale updated the commission on the current status of the Triple Crown Sparkler Tournament grant request. She gave a brief synopsis of the communications between Triple Crown Sparkler Tournament and City staff and some Council members. Discussion ensued by the commission on whether or not to reconsider granting. Decision was made to maintain their original decision not to grant this year. The commission did agree that they would like to revisit a smaller amount of funding in the future that would be set aside for special projects to accommodate these requests.

Visitors Center

Joanne Lau, current manager of the Visitor Center gave a brief update on the status of the center. She also announced she attended the Go West Summit in Las Vegas, NV and what a positive impact it has made.

Engaging Loveland

Ms. Kristine Koschke, Engaging Loveland Director gave a brief update on the status of her office and the current events in planning.

DISCUSSION ITEMS
Way Finding/Product Improvement

Keith Reester, City of Loveland Public Works Director, gave a brief presentation on downtown way finding. Director Reester gave an overview of the Public Works part in the way finding and how many signs they manage throughout the City. He stated that basic signs cost about \$500 per sign to get the sign made and installed. Discussion ensued.

Director Reester introduced Frank Hempen, Public Works. Mr. Hempen showed examples of current way finding signs in town. Further discussion ensued on the do's and don't's of

signage and what could be possible. Director Reester requested the commission to think about where they think signs should be posted and what they should look like. Discussion ensued on the possibility of a subcommittee.

Director Hale gave an overview of the way finding priorities for the commission which was determined the Visitors Center and connectivity way finding and developing a model that can be used throughout the City. Staff will get the plan to the commission and we will get Development Services staff for the next meeting to discuss the City's rules and regulations for sign placement and designs. The Commission agreed to have Commissioners Saffell, Erion, and Bush as a part of the subcommittee.

NEW BUSINESS

Next Agenda

Director Hale stated the next meeting is March 21, 2012 is scheduled to discuss Branding Assessment.

Will hold a reception/open house before the next meeting from 4:30 pm – 6:00 pm as a meet and greet. Staff will invite stakeholders and local connections as well.

ADJOURNMENT

Having no further business to come before the Commission, the February 15, 2012 Regular Meeting was adjourned at 7:55 p.m.