

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: Albers, Dwyer, Erion, Hughey, McKinney, Saffell, White and Bush.

MINUTES Minutes for the February 15, 2012 Regular Meeting were approved as submitted.

PUBLIC COMMENT No public comment.

WELCOME Economic Development Director Betsy Hale introduced and welcomed Cindy Mackin as the new Visitor Services Coordinator. She thanked the commission for their patience during the interview time.

Cindy Mackin thanked everyone for coming early to attend her Welcome Celebration. She stated she is excited to be here and looks forward to working with everyone.

REPORTS

Staff Liaison Report

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

Ms. Mackin gave an overview of her staff report. She highlighted her top five goals and outlined some of the current items that she has completed.

Visitors Center

Ms. Joanne Lah, manager of the Visitors Center gave a brief update on the status of the center.

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

Marketing & Website

Item was tabled until after the new brand has been established.

ACTION ITEMS

Branding Next Steps

Ms. Mackin gave a brief presentation on Next Steps in the Branding Process. She explained how we are currently using the research that has already been done. She gave a quick overview of the research in the Toolbox Report. Ms. Mackin explained where we are in the process and what has been completed and what we would like to do next. She requested a recommendation to hire John Metcalf with Perfect Square.

Director Hale explained the desire to work with local companies and the informal bid process that the Department did by interviewing three companies.

Mr. Metcalf gave a presentation of his proposal. He explained his proposals and his method for designing brands. He showed some examples of his work and then described the project deliverables and timeline. Discussion ensued on the proposal.

Motion was made by Commissioner McKinney directing staff to contract with Perfect Square for the development of the brand and collateral material. Motion was seconded by Commissioner Dwyer, motion was approved unanimously.

Motion was made by Commissioner White directing staff to contract with Perfect Square and their preferred subcontractor to develop the Destination Loveland website. Motion was seconded by Commissioner Albers, motion was approved unanimously.

NEW BUSINESS

Next Agenda

Director Hale stated the next meeting is April 18, 2012 and Long Range Capital Improvement Plan, Office of Creative Sector Development Events, and Brand Review are on the agenda for discussion.

ADJOURNMENT

Having no further business to come before the Commission, the March 21, 2012 Regular Meeting was adjourned at 7:58 p.m.