

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, McKinney, Saffell, Hughey, and Bush. Erion, White and McEwen arrived after roll call.

MINUTES Minutes for the March 21, 2012 Regular Meeting were approved as submitted.

PUBLIC COMMENT

Mac Juneau has a concern about the quality of minutes and these minutes are not as detailed.

Carol Johnson echoed the same comment about the minutes and also requested there be additional public comment times to the end of the meetings.

Discussion ensued regarding the difference in action versus note style minutes. Decision was made to add a little more detail to the minutes and make sure the handouts or presentations are added to the website.

A further discussion ensued on adding an additional Public Comment. Director Betsey Hale explained the difference between public comment and public hearing. She encouraged everyone not to get bogged down in the details. She suggested opening Public Comment before starting on the agenda. Discussion ensued. Chair Hughey announced that the commission will institute a new Public Comment.

REPORTS

Staff Liaison Report

This is an information only item. No action is required. Visitor Services Coordinator Cindy Mackin gave a brief overview of the current Lodging Tax budget and her staff report. She clarified the year-to-year changes from February and March stating that 3 hotels did not report on time and showed up in the March collections as late with penalties and interest included in the number.

Ms. Mackin announced that she will be attending the largest international trade show (POW WOW) in California next week to promote Loveland as an international destination. She will report next month the results from the trade show.

DISCUSSION ITEMS

NoCo Link

Commissioner Saffell announced that the last NoCo Link is currently being filmed. She stated that Breweries and Distilleries will be recorded on Friday with Russell Fruits with Grim Brothers. A brief discussion ensued on the benefits of the links.

ACTION ITEMS

Branding Presentation

Chair Hughey gave an overview of the branding process. She stated that the commission will narrow down to 3 of the 5 using the comment cards. She announced the timeline to go to Council for input on May 1st and then an open house / public forum on May 7th from 4-7pm. The final brand will be announced on May 16th at the next CMC meeting.

Director Hale reminded the commission and audience that the brand will not replace the City's logo or the Loveland Remaining Program. This is for the tourism brand.

Ms. Mackin gave a brief review of the consultant, Toolbox Creative, previous branding research. She explained this research is what was used when designing the brands. She asked that everyone keep these points in mind when looking at the brands with regards to who (the visitors) are we trying to attract.

Ms. Mackin introduced John Metcalf of Perfect Square. Mr. Metcalf unveiled the five branding samples for the commissions input and the thought process behind each design. The commission reviewed each of the brand concepts. Mr. Metcalf and Ms. Mackin gave the details behind the concepts shown. The commission then took a break and reviewed each concept up close before giving their reviews of each concept.

Commission agreed to have Concepts A, B, and C be moved forward with some variations and eliminate D and E.

Public Comment

Carol Johnson agreed with the commission's review.

Susan Ison liked Masterpiece and believed tourist get the Love in Loveland but Masterpiece is unique and there are other towns that use Love as well. However she agreed with commission on A through C concepts.

Kristine Koschke liked the unusual heart rather than a traditional one.

Joanne Lah liked the translation of the graphic to be used on items like shirts and other promotional items.

Mac Juneau does not want the visitor to be lost in a logo before seeing the bold font. He likes both the tag lines.

NEW BUSINESS Next Agenda

Chair Hughey announced Kurt Albers and Tom Dwyer's terms expire in June and will need to reapply by June.

Ms. Mackin stated that the 2013 Budget will be the main topic on the next agenda as well as the final brand announcement.

Diana McKinney and other commission agreed that staff and John did a great job on coming up with the concepts while trying to please many masters.

ADJOURNMENT

Having no further business come before the Commission, the April 21, 2012 Regular Meeting was adjourned at 7:56 p.m.