

CALL TO ORDER Chair Meg Corwin 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: Michael Lang, Leah Johnson, Kim Wheeler, Sheila Carrasco, Paul Mueller, Rosetta Shockner, Phil Farley, Meg Corwin, and Marcie Erion. Mary Bahus-Meyer arrived after roll call.

MINUTES Minutes for the November 17, 2011 were approved. January 19, 2012 Regular Meeting minutes were approved as submitted with a minor administrative change.

PUBLIC COMMENT No public comment.

REPORTS

Council Liaison Report

Councilor Farley announced the Boards and Commission Summit was held at new Rialto Bridge. He asked Leah Johnson, who attended the Summit, to report. She stated the summit was a great celebration of the hard work performed by all the boards and commissions for the year. She stated that many of the boards and commissions had very creative reports especially the Transportation Advisory Board. The commission discussed being more creative next year in their annual report. Further discussion ensued on the summit.

Councilor Farley also announced that he is a voting member on the Loveland Center for Business Development (LCBD) Board. He stated that Marcie Erion and Robin Shea, director of the LCBD, have been talking extensively about who will be doing the entrepreneurial training program in the creative sector. A brief discussion ensued on the budget of the LCBD.

Staff Liaison Report

Marcie Erion reported on the latest events in the office of Creative Sector Development. She announced she has moved her full time office to the Civic Center but will keep some office hours at Aims as well. She stated that it is more effective and efficient use of her time being close to the rest of the department and team members as there are so many collaborative projects going on right now.

Marcie continued with her current workload. She is still working on the National Sculpture Society event scheduled for May. She stated that the event does cause a conflict with the board's regular meeting time so the board will need to discuss an alternative for that. She explained the City is sponsoring an art-related business vendor exhibit at the event for all our sculpture services that allow participants to be able to come to one area to find all the information they need. The City is also hosting a dinner at Sylvan Dale Guest Ranch on May 18th for the participants. A studio tour is scheduled for the 19th with 10 studios on the map and finishing out with an awards presentation that evening.

Marcie continued with the Tech Transfer Initiative. She gave a brief synopsis of the RMCIT, Tech Transfer Program, and Cumberland Western. Discussion ensued on the current happenings at the Center. She continued to explain the relationship between the City and DA2 Consulting.

Question was asked about how technology transfer and creative sector can be stitched together. Marcie explained the intellectual property and how these creative projects can be

seamed together. Extensive discussion continued regarding the current status of some of the current projects.

Marcie announced that Engaging Loveland and OCSD are working on a shared events calendar that will be linked on both websites that will have all the same information and centralized. Engaging Loveland will be responsible for uploading all the events and hosting the calendar on their website but OCSD will link to the calendar. It is an event specific calendar.

The website home page is currently being worked on to provide more new and fresh information. Keeping the website current and updated is very important but time consuming which will be an ongoing challenge since there is so much work to be done. The Office has hired out some of the updating to be done to keep up with the demand. A brief discussion ensued.

Marcie announced the new Visitor Services Coordinator has been hired. Cindy Mackin just started with the City a few weeks ago. Marcie explained the funding from the Lodging Tax and the role her position will be responsible for. She continued to explain the TAG has been shifted to the Cindy and further discussion continued on some of her other duties.

Marcie gave a brief update on the art in the DIA terminal. She was supposed to have a response by March 2nd but has not heard back as of yet. She is not certain a May date will be possible now but hoping for at least June. She explained some of the challenges with the special installation, special platforms built, and special signage.

Marcie and Betsey Hale have both joined the Rocky Mountain Innosphere Board that does a lot of high tech business incubation. Will be assisting with several events RMI will be hosting.

Marcie will be sitting on a panel with the Lead Exchange to do a piece on arts and culture and she will be representing the City of Loveland.

She gave an update on the Arts and Creative District and why the City chose not to apply this year. A brief discussion ensued.

Organizing with the Conrad Ball Middle School Career Day. A brief discussion ensued on OCSD's participation in this event.

She is working on a large proposal for the Community Marketing Commission for some upcoming events funding.

Marcie continued with her report by stating that she has met with the Loveland Center for Business Development and feels like the offices are on the same page now. She explained the miscommunications of the past has been overcome and believe both offices are not duplicating efforts rather working collaboratively instead.

DISCUSSION ITEMS

Proposal/Action Items for Subcommittees and 2012 Metrics and Goals

Chair gave the commission a memo to review that was drafted by Paul Mueller. The memo is some ideas for the OCSD sustainability of the program, the goals, the change of the metrics and other ideas. Discussion ensued on the memo.

Commission continued to review the current metrics and the difficulty in measuring those metrics. City Council made it clear the current metrics would remain and the program's success will be measured using those metrics. The Commission commended Marcie on the exceptional job she has done with this program. The four original goals of this program were designed to do were education, infrastructure, marketing and branding, and economic development. The three areas from those goals are job creation, events/event attendance and sustainability. From the graphic in the memo, the first three key areas have been completed with significant progress. The only one that Council seems more focused on and has been difficult to measure is the jobs and economic development. The commission continued to discuss the strategy in better measuring these metrics for sustainability of this program. Suggestion was made to have separate subcommittees to focus on each key area to assist the OCSD measure. Discussion ensued. Decision was made to create a Sustainability Subcommittee to establish a common definition of what the expectations are of what Council is looking for. The subcommittee will meet in April and report back to the Commission in May.

Commissioner Comments

Community Foundation is having their annual celebration of philanthropy on May 9th at the Hilton Hotel in Fort Collins at 5PM. The speaker founded Singularity University and will be talking about the exponential increase in the use of technology and philanthropy. Councilor Farley encouraged all of the commissioners to attend.

NEW BUSINESS

Next Agenda

Next regularly scheduled meeting is for May 17, 2012, however this date and time conflicts with the TedX event and the National Sculpture Society event. Commission agreed to move the meeting to May 3, 2012 from 5:30PM to 7:30PM.

ADJOURNMENT

Having no further business to come before the Commission, the March 15, 2012 Regular Meeting was adjourned at 7:20 p.m.