

**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: Dwyer, Erion, Hughey, McKinney, and Saffell.

**MINUTES** Minutes for the April 18, 2012 Regular Meeting were approved as amended.

**PUBLIC COMMENT**  
No public comment at this time.

**REPORTS**  
**Staff Liaison Report**

This is an information only item. No action is required. Visitor Services Coordinator Cindy Mackin reported the results from the POW WOW trade show in California last month. We have been added to a FamTour. Five major news magazines will be coming to Loveland on June 15<sup>th</sup> as a result of the networking at the POW WOW show.

Betsey Hale announced that last week Ms. Mackin and Ms. Hale spent 3 days at the Allegiant Airlines and is working on some possible promotional prospects.

She continued to explain some of the emails that have been circulating regarding the branding presentation and process. The newest council members were not involved in some of the original process and staff has met with these councilors to inform them of the extensive process that had been completed. Council would like a public opportunity to express their support of the brand decision made by CMC.

She also explained that all of the public comment cards and emails were copied and delivered to both Council and CMC members for review.

**DISCUSSION/ACTION ITEMS**  
**Branding Discussion/Consideration**

John Metcalf, with Perfect Square, presented the latest branding concepts. He identified the revisions made to each design. He stated the colors were changed as well with more vibrant colors as per the recommendations that were made. Commissioners commented on each of the new concepts and new colors. Ms. Mackin did mention that the logo could be seasonally colored and all three colors could be used. Discussion continued on the concepts. Consensus was made with the additional line at the top and the heart with fewer lines. The majority liked the blue and purple colors best and was open to seasonal color schemes.

Further discussion ensued on the Sweetheart City reference. Director Hale explained the Chamber of Commerce patent on that logo and when it would be appropriate to work together with the Chamber.

Chair Hughey opened the floor to public comment related to this topic.

**PUBLIC COMMENT**

Todd McIntyre, Director of Sales and Marketing at La Quinta Inns and Suites at the Fountains, gave his approval of the new brand.

Mary Bahun-Meyer gave her support for the new brand although her first choice was the Colorado Masterpiece. She likes the versatility of the new brand and it can be applied to many different applications. Mary continued by saying she is happy the commission did not go with the Sweetheart City logo since from a marketing standpoint, there are several other Loveland cities that could use the same logo just because of the name reference.

Commission reviewed their comments and agreed to have the purple logo with the line at the top and a heart with fewer lines. The Commission discussed the idea seasonally changing of the color. Question was raised about just changing the color of the mountains only. Due to the cost of a third color and the difficulty of finding 3 colors that work well together. **Commissioner Saffell made a motion to recommend City Council formally ratification the purple logo with the additional line at the top and the heart with less lines. Erion seconded. Motion passed 5-0.**

### 2013 Draft Budget

Director Hale gave a brief overview of the City budget process. She presented the Recommended 2013 Budget. Question was asked about the legal process to move money between groups and how to appropriate money in reserves. Discussion ensued on that process. Commissioners reviewed the details of the budget categories. Commissioner Saffell requested more details to the plan. Discussion continued on the individual groups. Commission agreed that events group might be high and the advertising is low and the commission continued to discuss the use of the reserves as well.

### PUBLIC COMMENT

Carol Johnson stated that she agrees with the commission regarding the Visitor Center but realizes this is an interim solution and a lot more work needs to be done before making a decision for the future. She agreed again with the commission's concern on events and would rather the resources be added to conventions instead. Carol elaborated on her thoughts as to why conventions are so important. She suggested the commission put off approving this budget until some changes have been made regarding events.

After public comment, Director Hale gave an overview of the recommendations the commission would like to see staff change. Commission tabled the recommendation until June after the staff can make the changes requested to the budget.

### NEW BUSINESS

#### Brand and Visitor Center Launch

Director Hale announced the opportunity to unveil a billboard on I-25 with Al White and the Colorado Tourism Office with a possibility of an appearance of the Governor.

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

#### Commission Membership Status

Chair Hughey announced Leslie White resigned from the commission last week due to a new job in Denver.

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

**Next Agenda – June 20, 2012**

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

**PUBLIC COMMENT**

No public comment at this time.

**ADJOURNMENT**

Having no further business to come before the Commission, the May 16, 2012 Regular Meeting was adjourned at 8:29 p.m.