

**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, Sheila Carrasco, Phil Farley, Meg Corwin, Jan Rosetta and Marcie Erion. Mary Bahun-Meyer arrived after roll call.

**MINUTES** Minutes for the March 15, 2012 were approved as submitted.

**PUBLIC COMMENT** Director Betsey Hale introduced Cindy Mackin as the new Visitor Services Coordinator. She explained what Ms. Mackin is the liaison for the Community Marketing Commission and is in charge of the Destination Loveland Program. Ms. Mackin announced the new brand will be unveiled on July 18<sup>th</sup> on a billboard on Interstate 25 along with a grand reopening of the Visitor Center. The community open house is tentatively scheduled for July 21<sup>st</sup>. Ms. Mackin also gave a brief announcement of the FAM tour in June.

## REPORTS

### Council Liaison Report

Councilor Phil Farley reported that the Loveland Center for Business Development (LCBD) is working on Loveland Micro Loans for \$5,000 to \$15,000 and with the Larimer Enterprise Zone Funding. They are also helping businesses to get on vendor list to enable the business to do business with government agencies. LCBD is trying to establish new programs as well such as Smart Start Program. New businesses are down. LCBD and the Office of Creative Sector Development (OCSD) are working well together. Vast majority of funding is from City. Questions were asked about the other programs as well as who can volunteer out there. Discussion ensued. For further information, please contact LCBD at 970-667-4106 or email at [info@lovelandcenterforbiz.org](mailto:info@lovelandcenterforbiz.org).

The Visual Arts Commission (VAC) is working on The Art Advocacy Project (TAAP) with 6-8 new pieces to be introduced at the Rialto Theater Center in the Devereaux Room in July.

Councilor Farley thanked Marcie for the invitation to the National Sculpture Society Gala. He thought it was a great event.

Councilor Farley also announced the Community Foundation held their annual celebration of philanthropy on May 9th at the Hilton Hotel. The speaker, Dr. David Krueger, who founded Singularity University, talked about the exponential increase in the use of technology and philanthropy. Councilor Farley raved about the speaker and how amazing it was. The presentation is hosted on the Community Foundation webpage at <http://www.communityfoundationnc.org/82/Annual%20Celebration%20Re-Cap/>.

### Staff Liaison Report

Ms. Erion reported on the latest events in the Office of Creative Sector Development. She stated the Loomis Study is complete and should be available soon.

She reported on the TEDx event and it was greatly successful as was the National Sculpture Society event. It received a lot of excellent feedback and was very well attended. She is also working on the show at DIA and gave a brief update on that project. Ms. Erion continued with the Tech Transfer Initiative Program status as well as the building mural on the west wall of Aim Community College.



## DISCUSSION ITEMS

### Sustainability and Job Count Metrics

Director Hale gave a brief overview of some changes to the OCSD. She updated the group on the change to Ms. Erion's job responsibility with the introduction of the Technology Transfer Program and the events programming. Staff is recommending to the Community Marketing Commission that the OCSD and Cultural Services partner together on the events to allow Cultural Services to head up the events since they currently do events within their department. She explained the OCSD will focus less on events and more on job creation.

She continued to explain the current metrics and how that results in revenue generation. She gave a brief history of how the metrics were generated and how it was expected to be measured. Discussion ensued on the proposed OCSD metrics as well as the new philosophy in Economic Development.

Suggestion was made to have Ms. Erion have one on one meetings with the new councilors or interested councilors to give a history of the program and educate them on the timeline of the program.

Director Hale also announced that the City is part of a three year federal grant through CSU. This grant will allow the city to continue the Tech Transfer Program and provide additional funding outside of the General Fund. Discussion continued regarding this opportunity.

### Commissioner Comments

The commission is encouraged and relieved with this new approach and commended Ms. Erion on her hard work.

The commission had a brief discussion on the lack of marketing of Loveland and the Visitor Center. Director Hale gave a brief update on the current plans for the Visitor Center and marketing plan.

Commissioner Bahun-Meyer mentioned her first impression of Loveland was not favorable. A brief discussion ensued on the entrance into Loveland.

She continued with a suggestion to have the Ted-X Event become an annual event and was astounded with 300 attendees at the first ever event.

## NEW BUSINESS

### Next Agenda

The next meeting is July 19, 2012.

## ADJOURNMENT

Having no further business to come before the Commission, the May 31, 2012 Regular Meeting was adjourned at 6:54 p.m.