

CALL TO ORDER Chair Corwin called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 5:30 PM.

ROLL CALL Roll was called and the following responded: Corwin, Mueller, Carrasco, Farley, Bahus-Meyer, Lang.

MINUTES Request was made to clarify a statement made by Commissioner Bahus-Meyer. Minutes for the May 31, 2012 Regular Meeting was approved as amended.

REPORT

City Council Liaison Report

Councilor Farley gave a brief update on the Visitor Center and the collaboration with the Visual Arts Commission to put a piece of sculpture at the Center where trees were removed. A brief discussion ensued on the new sculpture around town.

He also announced there is a new vacancy on City Council and there are three applicants running for that vacancy: Dave Clark, Paul Mueller and Ron Sunbow.

Staff Liaison Report

Marcie Erion updated the commission with her staff report. She stated that she has been working on the tech transfer and arts and culture. She believes she is spending an equal amount of time on both.

She announced that the Aims Mural project is awaiting its final approval. She does not believe there will be any problems with the approval and should be on track for completion. It's a public/private partnership scheduled to begin on September 7th and take about 2 weeks to complete. It's a 30 foot by 50 foot mural painted on the wall of Aims Community College that borders 3rd and 4th Street on Railroad Avenue in downtown. A student of Aims work was chosen under the supervisor of Sheldon James. A brief discussion ensued.

She continued the status of the McKee Commission. She explained that she started with McKee Medical Center last summer to replace the quilt behind the front desk. A request for proposal for a painting to be placed by the desk has been submitted and a local artist will be able to display their work there soon.

The Denver International Airport exhibit is finally done. There are 4 sculptures on Level 6 by the escalators through mid-November with scanable QR codes. She is hoping for a couple thousand scans for promoted Loveland's sculptures and artists through links to the artists on the OCSD website. This was funding from Destination Loveland as a marketing of Loveland. Further discussion ensued on the benefits of this exhibit.

Ms. Erion continued with the project to hire artists to paint at the Lagoon during the concert series events. There has been lots great feedback and additional advertising for the Art Studio Tour. She continued with the details of this project.

Ms. Erion is happy to announce a portion of the former Mr. Neat's property will be activated as a free artist studio and gallery. The artists will rotate every 3 months. There will be an open house tomorrow and next Tuesday. The planned opening will be September 1st. A brief discussion of that program ensued.

She continued with the status of the Artist Collective programming. She continues to have 60-70 participants a month. Next month's topic is Copyrighting and Licensing. A brief discussion continued on the benefits of this program.

Art Space was refused for the first round of funding from CHAFA, which was expected. With other requests from organizations like the Housing Authority, Art Space was not expected to win on the first round but the next round is more probable. Ms. Erion completed a report on the local art to better define Loveland as an arts community for CHAFA but also be helpful for City Council to promote our community.

She is working on sponsorship of an art exchange with La Pas, New Mexico for this winter.

Ms. Erion gave an update on the Tech Transfer program and the upcoming showcase. There are 22 local tech companies that are part of this program and a discussion ensued on the details of the program. The first phase ends in December and staff is working on what will be included in phase 2.

She announced the Business Appreciation Event on September 5th will be at Embassy Suites in the morning. This event is free to all Loveland businesses and will have Dr. Ray Lugo, Director of the NASA Glenn Research Center as the speaker. The Tech Transfer Showcase is also on September 5th from 10:30 to 4:00 at the Rocky Mountain Center for Innovation and Technology (RMCIT) in the afternoon. This will be a showcase of NASA technologists as well as Dr. Joe Shaw, Assistant Director of the NASA Glenn Research Center. Ms. Erion gave a detailed overview of the event.

She is now starting to assist with the art related project as a project manager or liaison for companies trying to build or expanding in Loveland. This helps the companies through the City's process with things such as building permits.

Ms. Erion is now the Site Activation Coordinator for RMCIT. She will be meeting with all the potential tenants to be the liaison to help with the City's process. A brief discussion ensued regarding the details to this position.

She's reaching out with stakeholders and Council to make sure they understand what the office was designed for, what the metrics were, and how the job description has changed. Discussion continued.

COMMENTS

Question was asked if there has been any documenting of the evolution of the program and better define for going forward. Ms. Erion suggested updating the strategic plan to include the changes. A brief discussion ensued.

Suggestion was made to have more regular meetings. Ms. Erion will work to get these meetings set.

NEW BUSINESS

Commission Vacancy

Ms. Erion announced that Kim Wheeler has resigned from the board. She stated that the commission can choose to appoint Ms. Bahus-Meyer as a full member from an alternate or open up the commission for more applications. **Motion was made to appoint Mary Bahus-Meyer to the Commission. Motion was seconded and passed unanimously.** Discussion ensued on adding another alternate.

ADJOURNMENT

Having no further business come before the Commission, the August 16, 2012 Special Meeting was adjourned at 6:40 PM.