

**CALL TO ORDER** Chair Hughey called the regular meetings of the City of Loveland Community Marketing Commission to order on the above date at 6:03 PM.

**ROLL CALL** Roll was called and the following responded: Albers, Erion, Hughey, Shannon and Clark. (McKinney arrived after roll call)

**MINUTES** Minutes for the December 19, 2012 Regular Meeting was approved as submitted.

**PUBLIC COMMENT** Carol Johnson, Loveland citizen, wanted to welcome Ben Price and Brad Shannon to the commission. She expressed her passion for this commission and asked the commission to take a closer look at the Visitor Center and the cost to run it.

Ms. Johnson also requested the commission consider hiring a marketing consultant to assist Ms. Mackin. She suggested reviewing the strategic plan to make sure current goals are within the plan. And she also would like to have E.L. Events and Visitor Center contact information on their reports.

**REPORT**

Council Liaison Report

Councilor Dave Clark announced Council's enthusiastic approval of the appropriation for the US Pro Cycling Challenge. Also Council is preparing for the annual advance. If there are items that anyone would like to add to the agenda, please contact the City Manager's Office. This meeting is open to the public. He then announced that Friday is the Chamber annual dinner at the Embassy Suites.

Staff Liaison Report

This is an information only item. No action is required. There were no questions of this report.

E. L. Events Report

Question was asked about advertising in Breckenridge for the Snow Sculpture event. Ms. Koschke stated that she will be in Estes Park promoting the event this weekend and she will be making a trip to Breckenridge marketing the event as well.

**DISCUSSION/ACTION ITEMS**

Roles and Responsibilities Overview

Betsey Hale, Economic Development Director, gave a brief presentation on the roles and responsibilities of citizen boards and commissions. Staff gives an annual overview of the presentation to assist with the understanding for the new appointments as well as a refresher for those previously serving on a board or commission. Discussion continued on the presentation.

## Community Marketing Commission Regular Meeting

January 16, 2013

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### Code of Conduct Review

Director Hale gave a history of the code of conduct and how the development of the code came about. Question was asked if a motion and second should be made first then discussion of that motion or should a discussion be made first then the motion. A brief discussion ensued on the appropriate order.

Commission agreed to adopt a code of conduct and requested staff bring this back for further discussion and adoption.

### Visitors Center Staffing Recommendation

Director Hale asked the commission for direction on their desire to have the Visitor Center open 7 days a week. Currently the Center is open Tuesday through Saturday from 9AM and 5PM. Discussion ensued. Commission agreed that they would like to have the center open 7 days a week.

Director Hale then asked if the commission is interested in changing the 9AM to 5PM schedule. Discussion continued regarding the flux between summer/winter needs and coverage. Decision was made to have staff bring back recommendations for proposed staffing options.

### Work Plan Review

Chair Hughey requested that the commission review the draft 2013 Work Plan. If there are items that they would like to discuss that are not on the plan, please send a request to Ms. Mackin.

### Airport Steering Committee

Staff attended a breakfast meeting earlier this week for next steps at the Loveland/Fort Collins Airport. Request was made for volunteers to serve on the Airport Steering Committee. Commissioners would like more information on that committee.

## **NEW BUSINESS**

### Next Meeting

The next regularly scheduled meeting is February 20, 2013.

## **PUBLIC COMMENT**

Carol Johnson, Loveland citizen, asked if abstentions were addressed in the Code of Conduct. Staff will add that portion to the Code.

Kelly Laehr, Manager of the Comfort Inn in Loveland, suggested getting the occupancy rates from the hotels to determine the best days to be open for the Center.

## **ADJOURNMENT**

Having no further business to come before the Commission, the January 16, 2013 Regular Meeting was adjourned at 7:41 PM.