

CALL TO ORDER Staff Liaison Marcie Erion 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: Curtis Rowland, Paul Mueller, Michael Lang, Jan Rosetta Shockner, Mary Bahun-Meyer, Aloria Weaver, Sheila Carrasco. Also present were Staff Liaison Marcie Erion, Staff Support Annette Gilbert and Councilor Phil Farley. Mayor Gutierrez was present for the first hour.

PROCEDURAL Commissioner Mueller moved to nominate Michael Lang as Chair to the Commission. Commissioner Rosetta Shockner seconded the motion and the motion passed unanimously. Commissioner Weaver moved to nominate Mary Bahun-Meyer as Vice Chair. Commissioner Lang seconded the motion and the motion passed unanimously.

MINUTES Commissioner Rosetta Shockner moved to approve the January 17, 2013 meeting minutes as submitted. Commissioner Lang seconded the motion and it was unanimously approved.

PUBLIC COMMENT None

REPORTS

Staff Liaison Report Staff Liaison Marcie Erion spoke about a possible Creative Entrepreneurial Certificate program through CSU. This is in the early development stage. Front Range Community College may be involved on the administration side with CSU delivering content. It would likely be an 8-10 week program.

Marcie also spoke about creating a brochure to assist entrepreneurs to connect with regional agencies and groups that could provide business assistance.

Council Liaison Report

Councilor Phil Farley spoke about a possible new program called STEAM (Science Technology Engineering and Math) in the Thompson School District. Marcie will be meeting with the school district to discuss. He also mentioned the Loveland Center for Business Development (LCBD) is looking at offering classes geared toward entrepreneurs. LCBD approached the Community Foundation for funding.

Councilor Farley spoke about the February 19th Council meeting and the item on funding of water infrastructure. The Council approved a \$10 million external loan (bond) and a \$6 million internal loan that will be repaid through General Funds. What this means is there may be less funds available for other City programs.

DISCUSSION ITEMS

Review Work Plan & Current Status

Marcie distributed copies of the Strategic Plan document, Attendance and Revenue Metrics for 2011 and 2012, and the 2013 Survey Results.

General Comments:

Marcie mentioned staff is reviewing the jobs data. There are a couple of points to be aware of: 1) Colorado State only reports job information for business returns. Many in the art community file as individuals not businesses so they are not included in the State's job report 2) There is a time delay in the State's reporting so 2010 and 2011 data is available now but 2012 data will not be available until August 2013.

Please contact Marcie if you would like a copy of the jobs data from the states. Please note it is a large report with only business name, number of employees, average wage and the job code sector number.

Strategic Plan Feedback:

- It was the consensus of the commission to add more anecdotal stories highlighting specific business successes – they tell a great story! Include examples that show: primary employment benefits and highlight the network that Marcie has built.
- Be as specific as possible with results – include numbers, more data, include the examples discussed at the meeting
- Marcie noted the OSCD attendance and revenue numbers include everything she is worked on.
- It was suggested that the Sculpture in the Dark and 2013 events-to-date be added to the "Attendance & Revenue Metrics" document.
- It was suggested dollars be added to the information about the tech transfer program to highlight the work being accomplished. Scion and MM Solutions were two specific examples mentioned. Don't try and tie the dollars to jobs, Council can make the tie.
- Goal 4 – Financial Sustainability
Marcie asked the Commission to start to develop talking points about this goal for the May study session with Council. Some points to consider:
 - Grant funding often has a requirement for the entity or business to be in operation for three years or more
 - OCSD is competing for resources internally with other city programs and externally with other programs including non-profits
 - Many changes since the Commission was formed including: the formation of the Economic Development Department, the hiring of the Visitors Services Coordinator focused on destination marketing events and activities, Cumberland & Western's purchase of the former Agilent property and the creation of the Rocky Mountain Center of Innovation & Technology, the creation of the Technology Transfer Initiative etc
 - The OSCD is a "start-up" and requires time to develop

Marcie asked the Commission to email her with any other feedback on the Strategic Plan.

Recommend 2013 Work Plan & Budget

Marcie recommended and the Commission agree to wait on this discussion and focus on preparing for the May study session.

Prepare for May Study Session

The study session with City Council is May 14, 2013. The documents reviewed tonight will be part of that presentation. Also part of that meeting will be a recommendation from the Commission regarding the future of the OSCD. The Commission discussed three options:

- 1) The OSCD and CSD Commission cease as of 12/31/2013
- 2) The Commission recommends to Council to continue the support of the OSCD and CSD Commission "as is" for another period of time
- 3) The Commission recommends that Marcie's current position (Business Development Specialist) be made a full time, permanent position (currently it is a full time, temporary) and would be fund just like any other job in the City through the City's annual budgeting process.

After some discussion Commissioner Weaver moved to recommend to City Council to continue Marcie's role with the Creative Sector within the Economic Development

Department as a full-time, permanent position. The motion was seconded by Commissioner Rowland. Prior to a vote, further discussion occurred and the consensus of the Commission was to table this motion until the March 21, 2013 meeting.

Commission Lang suggested contacting some of the original stakeholders for their thoughts.

The commission requested of Marcie a list of businesses/individuals that Marcie has assisted.

Councilor Farley suggest the Commission members may want to meeting individually with Council members prior to the May study session. Talking points for these meetings could be discussed at the March 21 meeting. He also suggested that at the May meeting the following people have a role in the presentation: Marcie, a member from the CSD, member from the CEO group, an artist.

At the next meeting in March, the Commission will work on messaging/talking points for the May study session and be prepared to make a recommendation regarding the OSCD.

Commissioner Comments

Commissioner Mary Bahus-Meyer mentioned there will be an art exhibit of her late mother-in-law's art work: Cheryl Meyer: A Colorful Life: Designs in Glass & Metal from February 23 through May 12, 2013 at the Loveland Museum.

Commissioner Lange highlighted the Mountain View High School (LISA) production of the musical "Sideshow" on March 1st, 2nd, 8th and 9th.

NEW BUSINESS

Next Meeting

The next meeting will be a regular meeting on March 21, 2013.

ADJOURNMENT

Having no further business to come before the Commission, the February 21, 2013 Regular Meeting was adjourned at 7:32 p.m.