

Community Marketing Commission Meeting Minutes  
March 18, 2010

Board Members Present

Tom Dwyer, Jeremy Elliott, Rich Harter, Linda Hughey, Mike Nappa,  
Rosemary Prawdzik, Judy Saffell

Also Present

Councilor Cathleen McEwen – Loveland City Council  
Rod Wensing – City Staff Liaison  
Bob Torson – Alternate

1. Call meeting to order – Rich Harter
  - a. Review minutes from 03/11/2010 special meeting  
*Minor grammatical alteration suggested*  
*Judy Saffell motioned to accept the amended minutes*  
*Rosemary Prawdzik seconds the motion*  
*Passes unanimously*
2. Public Comment

*Roger Clark – suggestion of using arts as just one of the aspects of branding Loveland. Also suggested an emphasis on using the arts in the branding and marketing aspect of any work we do. Part of Loveland Arts and Economic Development Center. Loveland is recognized as an arts leader. Recognized nationally and internationally and has been featured in numerous arts magazines and publications and consistently ranks as one of the top small arts communities in the country. Arts makes dollars and sense. Can't imagine any significant marketing effort of Loveland without the arts.*

*Veronica Patterson – mostly focused on the literary aspect of the arts. Loveland is known as an arts community and we have a national connection.*

*Rob Uehran – Hotel owner interested in staying in touch with the direction and process of the commission*

3. Staff liaison report  
*Marketing Commission's groupsite is up and running. Will eventually have a link on the Commission's homepage in the City's website. Anything posted and any e-mail made through this site is public domain.*

*Betsy Hale City of Loveland Business Development Manager gives Commission a brief history on marketing efforts done for the City of Loveland. Historically only had a limited budget under special projects which no longer exists. Sought out partnerships to share marketing – Fort Collins, Greeley, Longmont and Estes Park. An ad was purchased for the Colorado Tourism publication but there was no way to monitor or evaluate its effectiveness. What was Loveland and the message desired to get across? No particular ID for Loveland. What is Loveland's unique DNA? Commission poses question as to what might be an appropriate dollar amount to market Loveland. Look at similar communities and their efforts. ROI is important when using taxpayer funds and any effort is needing a measurement and evaluation aspect. Partnering and leveraging monies with area communities for regional advertising.*

*Discussion on what are the pieces of the pie.*

*Discussion on bringing in outside groups for information.*

*To promote tourism, conventions and related activities within Loveland, Colorado.*

*Discussion on other marketing plans and what they are doing.*

*Discussion on other local organizations and their marketing activities. What are their missions, goals, and processes. Looking at past and current marketing activities.*

*A regional tourism partner matrix is being developed.*

*Regional and local partners will be contacted and asked to provide marketing/strategic plans for tourism and end materials if possible.*

4. Finish SWOT (Threats)

*Loveland is late to the game (marketing for tourism)*

*Many unrealistic expectations for money*

*Weak economy*

*Continued and potential State funding issues for tourism marketing and related services (transportation)*

*Other local communities seeking similar branding (others desire "ARTS" like Loveland enjoys)*

*Denver is perceived as Colorado*

*Awareness of where and what Northern Colorado is*

*Denver has a multitude of offerings*

*Closeness to other Destination zones*

*Loveland Ski area confusion*

*Additional weakness identified*

*Room capacity for larger events/conventions/conferences/meetings*

*Fragmented regional branding*

*Sense of place*

*Additional opportunity identified*

*Loveland is not Denver*

*Discussion on SWOT and how it is to be used by the Commission. Drive a solution based upon the SWOT. An idea to create a plan of action. Used to bring the Commission together on the same page to have commonality of thought. To see Loveland as it relates to the tourism industry.*

*Jeremy Elliott to put together SWOT on single form for Commission*

5. Break

6. Discussion on funding allocation, formula, and criteria.

*This is basically all the major pieces of the pie. So what is the pie?*

*Arts (visual, literary, performing)*

*Reserve*

*Marketing and Advertising*

*Promotion, Product, Price, Place*

*PR/Publicity, Sales, Advertising, Promotion*

*Conventions/Conferences/Meetings*

*Events (Festivals, Concerts)*

*Sports*

*Tourist Retention Programs (Visitor Perks and Items) – A direct benefit of visiting*

*Regional Partnerships*

*ROI monitoring and Evaluation*

*Internships*

*Historical/Cultural*

*Local Partnerships (Chamber, Visitor Center, Engaging Loveland)*

*To promote tourism, conventions and related activities within Loveland, Colorado.*

*Discussion on the pie. See the pie as a filter for funding opportunities. Suggestion of spending actual not projected revenues. Funding opportunities cannot be appropriated for multiple years at one time. Discussion on not setting aside a specific percentage for each aspect but rather have a broad pool that will allow the Commission to determine a wide array of funding opportunities that could be funded based upon merit.*

*Discussion on grading criteria.*

*Discussion on interim plan. Criteria, categories, submissions timeline*

*Jeremy Elliott to put together a separate pie sheet*

*Commission to go over grading/evaluation pieces for next meeting*

7. Set agenda for 03/25/2010 special meeting

*Agreed upon agenda items*

*Call meeting to order (minutes)*

*Public comment*

*Staff liaison report*

*Discussion on grading/evaluation criteria*

*Formalize agenda*

*Commission and Liaison announcements*

*Adjourn*

8. Commission and Liaison Announcements

*Cathleen McEwen just returned from DC. Found great signage, transportation, monuments, restaurants. Felt very excited at what this Commission could do for Loveland*

9. Adjourn

*Jeremy Elliott motions to adjourn*

*Tom Dwyer seconds the motion.*