

Community Marketing Commission Meeting Minutes  
March 4, 2010

Board Members Present

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

Also Present

Councilor Carol Johnson – Loveland City Council  
Councilor Cathleen McEwen – Loveland City Council  
Rod Wensing – City Staff Liason  
Ann Harroun – Alternate  
Bob Torson – Alternate

1. Open/Greetings – Councilor Carol Johnson
2. Approval of minutes from February 25, 2010  
special meeting.  
*Cathleen McEwen brought forth minor errors to minutes.*  
*Rosemary Prawdzik moved to accept amended minutes.*  
*Linda Hughey seconded motion.*
3. Election of officers  
*Linda Hughey requested to run solely for Vice Chair. Rich Harter, Rosemary Prawdzik, and Judy Saffell running for Chair position.*  
*Rich Harter is elected Chair via secret ballot. Votes counted by Carol Johnson.*
  - a. Running for Chair and Vice-Chair
    - i. Rich Harter
    - ii. Linda Hughey
    - iii. Rosemary Prawdzik
    - iv. Judy Saffell*Linda Hughey, Rosemary Prawdzik, Judy Saffell running for Vice-Chair position.*  
*Linda Hughey is elected Vice-Chair via secret ballot. Votes counted by Carol Johnson.*
  - b. Running for Secretary
    - i. Judy Saffell*Linda Hughey nominates Jeremy Elliott for secretary.*  
*Jeremy Elliott accepts.*  
*Jeremy Elliott is elected Secretary via secret ballot. Votes counted by Carol Johnson.*
4. Brainstorming  
*Discussion on alternates role and participation in discussion. Concern expressed over issue of intermittent attendance and participation by alternates could cause delays in our process. Alternates are welcome to share ideas but have no voting authority and will be included and kept up to date. Recording Secretary will include alternates in e-mail communications.*

*Discussion of signing of minutes.*

*Mike Nappa motions to allow Secretary to sign for minutes.*

*Rosemary Prawdzik seconds.*

*Vote 3 ayes(Mike Nappa, Rosemary Prawdzik, Tom Dwyer)and 4 nays.*

*Motion defeated.*

*Rich Harter motions to have minutes signed by Chair or Vice-Chair, in Chairs absence.*

*Judy Saffell seconds the motion.*

*Motion passes unanimously.*

*Discussion on SWOT inclusion in this meeting's agenda. Determined to take up on a later agenda.*

*Discussion on framework of Commission based on the January 26, 2010 memo and particularly the first 3 items.*

*Discussion on possibility of changing the May 7, 2010 deadline.*

*Discussion on developing criteria framework. Question arose as to what are Loveland's assets?"*

*Discussion on the identity of the Commission with the idea that the rest of the Commissions marketing strategy comes from its identity – vision before process. Suggestion that our vision and identity has been provided for the Commission in the NOCO Cultural Tourism draft plan with discussion on not “reinventing” Loveland. Discussion on the importance of a vision and mission statement.*

*Discussion on distribution of funds and as to what the criteria should be.*

*Organizations already in place – Chamber and Engaging Loveland Informational packet on 5 communities with lodging taxes and their processes for distribution of funds.*

*Council Liaisons provide information on two main viewpoints of council in regards to this Commission. Some would like to see monies flowing into the community as soon as possible to help capture some of the summer travel season. Others feel that more time should be devoted to the development of the plan. Suggestion that by May most of major travel plans are already decided and there would be minimal impact if we started marketing the summer after adoption of interim plan suggesting a 6 month lead time for tourism marketing but that the possibility of enhancing existing events for this summer is possible. Council Liaisons inform the Commission that lodging tax figures for the first 2 months of the year should be available to the Commission in April.*

5. Break

6. Identify and Priortize Tasks

*Discussion on moving forward with the processes of the Commission's priorities.*

*The following items were voted on and prioritized according to number of votes.*

*1) Vision/Mission \* (What is the identity of this Commission?)*

- 1) *Fund Allocation Formula \**
- 3) *Visitor Analysis (Topic combined from ID tourist segments/potential segments, ID target tourist, why visitors come to Loveland and stay in Loveland)*
- 4) *Branding*
- 5) *Networking Strategies \**
- 5) *Listing Loveland Assets \* (Researching of arts organizations was considered to be an asset)*
- \* Tied*

*Please note that the following items are ranked neither in order of importance nor by the number of votes they received.*

*Comparative/Competitive Analysis  
Inventory of existing marketing within Loveland and the region  
Logical partnerships  
Geographic scope*

*The following were listed but received no votes and are not in any particular order.*

*Product/Service/Business niches needing additional attention for tourism development  
Research marketing methods*

- 7. **SWOT**  
*Moved to future meeting date.*
- 8. **Public Comments**  
*Carol Johnson suggests moving public comments earlier in agenda.  
Carol Johnson provides information to the Commission that the City has information from the municipalities of Montrose and Golden regarding lodging tax.  
Discussion on materials made available to public in Commission's meetings.  
Discussion of a discussion or FTP site for sharing of documents.  
Question posed as to whom to direct the public to if individual members of the Commission are questioned regarding information provided in meetings. Rod Wensing informed that all inquiries should be directed to the City.*
- 9. **Finalize Next Meeting and Assignments**  
*Rod Wensing to gather information on file sharing or FTP site.  
Board members to work on Mission/Vision of Commission.  
Go over informational packet.  
SWOT*
- 10. **Adjourn**  
*Mike Nappa Moved to adjourn.  
Linda Hughey seconded.*