

Community Marketing Commission Meeting Minutes  
August 5, 2010

Board Members Present

Rich Harter – Chair

Tom Dwyer, Jeremy Elliott, Rosemary Prawdzik, Judy Saffell

Also Present

Councilor Carol Johnson – Loveland City Council

Councilor Cathleen McEwen – Loveland City Council

Rod Wensing – Staff Liaison

Ann Harroun – (board member via phone)

Bob Torson – Alternate

1. Call meeting to order – *Boardmember Harter*

2. Public comment

*None.*

3. Council and staff liaison report

*Councilor Johnson had received positive feedback from stakeholders who had participated in the workshop. Also informed the Commission that the National League of Cities would be in Denver the end of November through the first of December. Suggested it would be a good idea to have Loveland represented there possibly by Betsey Hale.*

4. PUMA report

*Presentation and discussion on draft report.*

*Large number of competing brands that are all quite unique.*

*Grant discussion. The grant process will be evaluated as the Commission continues to gather information.*

*Discussion and concerns on concurrently developing branding and marketing piece.*

*Due to the process that must occur, it is likely that the marketing plan would not be completed until around the 2<sup>nd</sup> quarter of 2011.*

5. Funding allocation for second half of 2010

*Discussion on the supplemental budget for the Commission put together by staff.*

*Discussion on grant total.*

*Suggestion of changing the amount to somewhere around \$50,000.*

*Suggestion that the full amount for grants will probably not be met and unused funds can be recommended for reallocation in 2011.*

*The grant process is a tool that the Commission has developed and will probably continue on.*

*The Commission has already published that it has \$158,000 available for grants and if the Commission has published that it should not alter that amount for this year.*

*Board member Prawdzik moves that the Commission approve the 2010 supplemental budget to reflect \$400,000 in Revenues and to include the following appropriations*

*\$1,000 - for Memberships*

*\$90,000 - for Professional Services*

*\$3,000 - for Travel & Meetings*

*\$158,000 - for Grants*

*With a total appropriation for the second half of 2010 totaling \$252,000.*

*Board member Elliott seconds the motion.*

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

*The motion passes unanimously (note that Boardmember Harroun was unable to vote because she was not physically present at the meeting).*

6. DLA branding discussion

*Staff Liason Wensing provides information on the DLA's desire for a specific downtown brand.*

7. Set agenda and assignments

*The Commission directs staff to draft a marketing/branding RFP based upon the information provided in the PUMA report.*

*August 12<sup>th</sup> meeting date*

*Discussion on PUMA recommendations*

*Upcoming planning*

*August 19<sup>th</sup> meeting date*

*Staff RFP presentation*

8. Commission announcements

*None.*

9. Adjourn

*Board member Saffell moves to adjourn the meeting.*

*Board member Prawdzik seconds the motion.*

*The motion passes unanimously.*