

Community Marketing Commission Meeting Minutes
July 22, 2010

Board Members Present

Rich Harter-Board Chair

Linda Hughey-Vice Chair (acting Secretary)

Tom Dwyer

Rosemary Prawdzik

Also Present

Bob Torson-Alternate

Ann Harroun-Alternate

Rod Wensing-Staff Liaison

John Hartman-Staff, City Budget Officer

1. Call meeting to order-Rich Harter
 - a. Approval of minutes from 07/15/2010 meeting
Rosemary Prawdzik accepted the minutes
Linda Hughey seconds.
The motion passes unanimously
2. Discussion on Judy Saffell's attendance initiated by Tom
 - a. Tom expressed concern with amount work and amount of time for everyone's participation
 - b. Group decides she is committed to the commission and no action needed at this time
3. Mike Nappa's Resignation
Linda Hughey moved to accept resignation
Tom Dwyer seconds motion
Group expressed appreciation for Mike's contributions and suggestions and all he has done on commission
4. Budget Discussion (see handout)
 - a. John Hartman explained the city funds
 - i. General-operating
 - ii. Enterprise-Businesses
 - iii. Internal Service funds
 - iv. Special Revenue (includes lodging tax)
 - b. John Hartman explained the budget process
 - i. Adoption of a budget
 - ii. Council adopts in October for upcoming year
 - iii. Process to change budget is the "supplemental" appropriation
 - c. Concerns
 - i. Can't spend money until "appropriated" by city council
 - ii. Grants are in Purchased Services
 - iii. CMC would have to go back to Council for authorization to move money from grants to professional services
 - iv. Rosemary expresses concern about projected, suggests change from \$490K to \$400K; staff agrees to make the change
 - v. Agreement by all not to spend money that is not collected
 - vi. Linda expresses desire to limit money for grants with money going to other expenses such as marketing and consulting

- d. 2011
 - i. New budget for 2011 to reflect a change to \$430K will be done by staff
 - ii. Commission to decide on amount and types of line items
 - iii. Linda expresses concern with only a “grants” line item and suggests a “professional services” line item as well
- 5. Workshop Wrap Up
 - a. Agreement by commission members that the direction from the stakeholders was to work on a strategic plan and branding with a outside consultant
 - b. Discussion on how much in grants should be distributed
 - i. Linda expresses less money in grants on this first cycle
 - ii. Rosemary expresses concerns that expectations and need for grant distribution exists
 - c. Discussion on next steps
 - i. Need to receive PUMA report and evaluate recommendations
 - ii. Questions on hiring consultant/consulting firm: Who would we hire? What would they do?
 - iii. Need to determine outcomes first
- 6. Set agenda and commission announcements
 - i. August 5 meeting
 - 1. PUMA Report
 - 2. Develop Outcomes for RFP
 - ii. August 12 meeting
 - 1. Continue work on outcomes for RFP
- 7. Adjourn
 - Tom Dwyer motions to adjourn*
 - Rosemary Seconds*
 - The motion passes unanimously