

Community Marketing Commission Meeting Minutes  
April 22, 2010

Board Members Present

Rich Harter – Board Chair  
Linda Hughey – Vice Chair  
Tom Dwyer, Jeremy Elliott, Mike Nappa,  
Rosemary Prawdzik

Also Present

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

1. Call meeting to order – Rich Harter
  - a. Review minutes from 04/15/2010 special meeting  
*Rosemary Prawdzik motions to accept minutes.  
Linda Hughey seconds the motion.  
Passes unanimously.*
2. Public Comment  
*Don Reilly – President of the Loveland Photographic Society. Almost 300 members with approximately half coming from outside of Loveland. Voted best large photo club in the nation. The trend of photography is a large and growing hobby and a growing factor in the community. The society performs a number of workshops and fieldtrips for members and also holds regular meetings with regular attendance of approximately 150. The society is open to the possibility of additional events and would need to consider if their services could be offered to the Commission.*
3. Council and Staff liaison report  
*Update on Chamber of Commerce/Engaging Loveland informational item for next meeting. 15 minutes needed.  
Discussion on Downtown Loveland Association also wanting to come and present some information.  
Discussion on May 6<sup>th</sup> deadline and extending it out 2 weeks to the May 20th.  
Tom Dwyer motions to extend the deadline 2 weeks.  
Linda Hughey seconds the motion.  
The motion passes with Judy Saffell absent and Mike Nappa abstaining to vote.  
Discussion on agenda order.  
Rosemary Prawdzik motions to switch items 4 and 7.  
Linda Hughey seconds the motion.  
Passes with Judy Saffell absent.*
4. Discussion on application.  
*Discussion on the probability of a large proportion of applications coming from the local community seeking community events. Each will be graded and the determination to fund will be based upon how they score.*
5. Break
- 6,7 Review and critique of process.  
*Discussion on process piece.  
Discussion on funding limits. Feeling that it is not in the best interest to fund 100% of any project.*

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

*Discussion on the funding of up to 50% of a projects cost, less capital expenditures, using a formula to determine incrementally increasing funding amount.*

*Discussion on adding 5 items from the “comments for” opinions provided on the ballot to the intent portion: 1)creation of jobs in the service, recreation, entertainment, and hospitality industries in Loveland,2) improved awareness of Loveland and our amenities,3) enhanced economic development, 4)improved promotion of tourism and conventions,5) increased number of community events.*

8. Status of master plan/schedule

*Refer to item #3 discussion.*

9. Set agenda and assignments for 04/29/2010 special meeting

*Discussion on DLA requesting time to present information to the Commission.*

*Tom Dwyer motions to allow the DLA 15 minutes on or after May 27<sup>th</sup>.*

*Linda Hughey seconds the motion.*

*Passes with Judy Saffell absent and Mike Nappa abstaining to vote.*

*Assignment to go over the information provided by the Chamber of Commerce and Engaging Loveland.*

*Agenda topics*

*Chamber of Commerce and Engaging Loveland informational item*

*Process critique and review*

10. Commission and Liaison Announcements

*Linda Hughey attended the NOCO Cultural Tourism workshop that focused primarily on agri-tourism.*

*The Fort Collins Convention and Visitors Bureau is willing to come provide information to us.*

11. Adjourn

*Jeremy Elliott motions to adjourn.*

*Tom Dwyer seconds the motion.*

*Passes unanimously.*