

Community Marketing Commission Meeting Minutes
April 1, 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 Liaison
Ann Harroun – Alternate
Bob Torson – Alternate

1. Call meeting to order – Rich Harter
 - a. Review minutes from 03/25/2010 special meeting

Minor error pointed out

Linda Hughey motioned to accept the amended minutes

Rosemary Prawdzik seconds the motion

Passes unanimously

2. Public Comment

Marcy Erion – of the Erion Foundation. Sees arts as an economic driver of the community and part of the Loveland Arts Academy. Sees the arts as a natural fit for Loveland and therefore has been successful. Sees the arts as an anchor and feels like, as of late, Loveland has lost its arts momentum and community arts identity. The academy when operational had brought in large numbers of people into the community for workshops and visits. Is planning on and working on reopening the academy.

Bob Campana – Local photographer who works at and partners with various programs at local schools. Sees Loveland as having a large arts component other than the sculpture aspect. Sees arts as an economic engine as many of his students end up selling their pictures and then there are the classes/workshops that are offered and the exhibits that end up around town. Would like to have expanded community involvement and partnership with school programs, more artists teaching workshops, other shows outside of the Governors Art Show.

3. Council and Staff liaison report

Regional tourism partner matrix provided and explained.

Additional information from regional tourism partners available on groupsite.

Lodging tax figures from January and February totaled \$56,210

Suggested that the staff liaison have an increased role in the Commission to make it easier to participate with information. Consensus that this was acceptable and his input has been appreciated and valuable.

Status report on May 7 deadline – 5 meetings left – come along way and have accomplished a lot

Informed that the Chamber of Commerce and Engaging Loveland are combining efforts to create a unique joint partnership opportunity between the 2 organizations and the Community Marketing Commission. Would like to present some information on their efforts at a future meeting and should have it ready by April 22.

Discussion on relevance of bringing in outside groups at this stage of our process development.

Concern that it will just sidetrack the Commission's process development and we would need to extend meetings. Possibility of working out a lot of the details at a weekend special meeting.

Mike Nappa motioned that the commission receive information from the Chamber and Engaging Loveland at Commission's April 22, 2010 special meeting for review.

Tom Dwyer seconds the motion.

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

The motion passes unanimously.

Tom Dwyer motions that the Commission allot the Chamber and Engaging Loveland a 20 minute time slot on our agenda at our April 29, 2010 meeting.

Discussion on time allotment.

Concern of potentially showing favoritism by allotting this group additional time and that it might be more appropriate to just have them come to the public comment section.

Suggestion of letting the 2 organizations inform the Commission of how much time will be needed.

Rosemary Prawdzik seconds the motion.

The motion fails with Mike Nappa, Rosemary Prawdzik, Linda Hughey, and Jeremy Elliott voting against.

4. Discussion on allocation formula

Discussion on accountability measures.

Other 5 components easily viewed as having money put into them and accountability measures considered more as a criteria piece or metric.

Accountability measures both criteria and a funding piece. Measures would be built in to determine individual projects and there should also be funding to determine how effective the Commission is as a whole.

Accountability measures would be a built in requirement for application process.

Also other ways to determine effectiveness through City resources

Discussion on adding creative services and 3rd party marketing support as subgroups to Marketing category.

Mike Nappa motions that we accept creative services as a part of Marketing category.

Linda Hughey seconds the motion.

Passes unanimously.

Mike Nappa motions that we accept 3rd party marketing support as a part of Marketing category.

Rosemary Prawdzik seconds the motion.

The motion passes unanimously.

Discussion on community events as subgroup of Special Events category.

Felt that the term special events covered community events adequately.

5. Break

6. Continuation of Discussion

Discussion on criteria and prioritization moved to next week.

Discussion on upcoming timeline.

Discussion on RFP criteria and process.

After event accountability measures used for future research.

Discussion on breaking funding down into straight percentages or dispersing based on ROI.

Concern of decreased flexibility when assigning straight percentages.

Concern over public's potential misperception if money is not specifically allocated to specific categories.

Commission compared to current existing Human Services commission that does not allocate based on straight percentages.

Linda Hughey motions that we accept the ROI philosophy as our distribution method.

Judy Saffell seconds the motion. The motion passes with Mike Nappa voting against.

Discussion on the purpose of the reserve.

Emergency

*Potentially 2 reserves – carry forward from good years to cover future shortfalls
unique event opportunities*

Viewed as fiscally prudent

Reserve could be set aside for multiple year commitments if so needed

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

Should be a reasonable amount.

Discussion on reasonable reserve.

Linda Hughey motions for a 5% reserve.

Tom Dwyer seconds the motion.

The motion passes with Rosemary Prawdzik voting against.

7. Commission and Liaison Announcements

None.

8. Set agenda and assignments for 04/08/2010 special meeting

*Assignments – go over example communities and rank best based on 1) criteria and 2) process
go over matrix to determine if there are any corrections or additions needed*

Main Agenda Topics

Master Plan and Master Calendar for next 5 weeks

Criteria and process

9. Adjourn

Judy Saffell motions to adjourn

Linda Hughey seconds the motion