

Community Marketing Commission Meeting Minutes
April 8, 2010

Board Members Present

Tom Dwyer, Jeremy Elliott, 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 – Linda Hughey
 - a. Review minutes from 04/01/2010 regular meeting
Minor error pointed out.
Discussion on concept of reserve in minutes.
Rosemary Prawdzik motioned to accept amended minutes (correction of minor error only).
Judy Saffell seconds the motion.
Passes unanimously.
2. Public Comment
None
3. Council and Staff liaison report
None.
4. Discussion on Master Plan/Calendar
Discussion on the 4 pieces of the interim plan outlined in memo. 2 pieces still pending.
Process and criteria.
Accountability measures.
Discussion on branding as it relates to the interim plan.
What are we trying to accomplish?
What is it that the Commission wants Loveland to look like?
To help focus on what Loveland is.
What is the necessary timeline for branding Loveland?
Is it a necessary piece for the interim plan?
Discussion on funding expectations of community, council, businesses, and organizations and when the Commission will disburse funds.
Discussion on actually adopting an official policy for Commission's reserve.
Revisited purpose of reserve and if 5% level is adequate.
City will appropriate a forecasted amount annually in September for the upcoming year starting January 1.
Revisited spending money collected versus money forecasted. Approximately a month and a half lag to determine actual amount collected. Could allocate based on actual collected from the previous time period.
Will finish planning calendar to end of meeting.
5. Development of Criteria and Process
Kitsap's process voted as best.
San Juan application/process voted as best.

Should err on the side of simplicity for both process and application.

6. Break

7. Continuation of Discussion

Discussion on process.

These are the rules of the game.

Discussion on Kitsap's process.

Suggested for addition to this process is Restrictions and Requirements, Review of Applications (completeness and also timeline), Assessment Process.

Discussion on disbursement of funds.

Right now limited data on actual amount collected. Unsure of projections and forecasts being accurate long term.

Discussion on basing amount of funds disbursed on what is actually collected.

Proposal of subcommittees to work on process and application.

Mike Nappa motions to create a subcommittee of 2 to work on application process.

Rosemary Prawdzik seconds the motion.

Discussion on number in subcommittee.

Mike Nappa amends motion to 3 members.

RosemaryPrawdziks reaffirms her second.

Passes with Linda Hughey voting against.

Tom Dwyer, Judy Saffell, Linda Hughey appointed to application subcommittee with rough due at April 15th meeting.

Discussion on guidelines for application.

Keep it simple.

Attached budget instead of an actual page in application.

Take out branding aspect.

Suggestion of self select as to which piece of the pie.

Checklist included in application.

Discussion on working on process as Commission or breaking into a subcommittee.

Rosemary Prawdzik motions to create a subcommittee of 3 to work on process.

Tom Dwyer seconds the motion.

Discussion on application and process timeframe and when to form subcommittee.

Passes with Mike Nappa voting against.

Discussion on inclusion of alternates in subcommittee. Subcommittee is just a work group so would be ok.

Jeremy Elliott, Rosemary Prawdzik, Bob Torson appointed to process subcommittee with progress report due at April 15th meeting.

8. Continuation of Calendar

April 15th – application draft, process progress report, status of schedule, distribution of funds discussion.

April 22nd –Process draft, application final, Engaging Loveland/Chamber info.

April 29th – Engaging Loveland/Chamber Presentation, process 2nd.

May 6th – Process final.

Yet to be determined Accountability Measures discussion.

9. Commission and Liaison Announcements

Art Castings has put together a new website.

100 Best Places to Live copy provided to Commission. Loveland is in it.

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

Discussion on Pie and how Commission has not really talked about the Marketing aspect and funding this piece. Neither has the process of how marketing will be addressed been discussed by the commission.

Loveland Downtown Team requested a more complete report from the Commission.

10. Set agenda and assignments for 04/15/2010 special meeting

Assignments – Subcommittees work on respective pieces

Main Agenda Topics

Discussion on disbursement of funds and timeline

Review of Application draft

Review of Process progress

Status of schedule

11. Adjourn

Rosemary Prawdzik motions to adjourn

Jeremy Elliott seconds the motion

Passes unanimously.