

Community Marketing Commission Meeting Minutes
April 15, 2010

Board Members Present

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

Also Present

Councilor Carol Johnson – Loveland City Council
Rod Wensing – City Staff Liason
Ann Harroun – Alternate
Bob Torson – Alternate

1. Call meeting to order – Rich Harter
 - a. Review minutes from 04/08/2010 special meeting
Linda Hughey motions to accept minutes.
Rosemary Prawdzik seconds the motion.
Passes unanimously.
2. Public Comment
None
3. Council and Staff liaison report
Update on Chamber of Commerce/Engaging Loveland information still coming to Commission as previously discussed. How these organizations can assist the Commission in meeting our goals.
4. Discussion on disbursement timeline
When we disburse funds and how.
Feeling that some funds should be disbursed this year.
Question of when this year and what the Commission's regular frequency will be.
Mike Nappa motions that the Commission distributes funds this year.
Rosemary Prawdzik seconds the motion.
Discussion on the motion.
The application document will be different for next year. View the application as a living document.
When will this process be "live" and available to the public?
The Commission will be looking at funding events after the award date.
The Commission feels that disbursements in the 3rd quarter of 2010 is attainable.
The motion passes with Linda Hughey voting against .

Discussion on the Commission's disbursement frequency.

Take applications and disburse as they come in.
Specific deadlines should be determined. If applications are reviewed as they come in then there is no ROI comparison.
If applications are reviewed annually, there is potential for a lot of applications.
If applications are reviewed quarterly there might not be significant funds already collected to fund the projects adequately.
Idea of September and March disbursement cycle.
Funds collected January 1 – June 30 with awards in September

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

Funds collected July 1 – December 31 with awards in March

Discussion on a specific dollar amount for reserve and marketing pieces of the pie. This would be the operational portion of the Commission.

5. Break
6. Review on application draft
Discussion on application.
Discussion on possible applicant presentation to the Commission.
7. Review of process progress
Brief overview of process.
This item is moved to next meeting.
8. Commission and Liaison Announcements
None.
9. Set agenda and assignments for 04/22/2010 special meeting
Assignments – go over process information
Discussion on dollar amount for marketing reserve to be discussed after May 7.
Main Agenda Topics
 - Review of process draft*
 - Review of Application final*
 - Status of schedule*
10. Adjourn
Linda Hughey motions to adjourn.
Judy Saffell seconds the motion.
Passes unanimously.