

Community Marketing Commission Meeting Minutes
March 25, 2010

Board Members Present

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 03/18/2010 special meeting
Rosemary Prawdzik motioned to accept the minutes
Linda Hughey seconds the motion
Passes unanimously

2. Public Comment

Jan Sawyer – Manager of the Rialto talked to us about a possible connectivity transit issue – Topeka trolley program. Bus frame built up to look like an old trolley used for transporting visitors between sites. Could also be used for various types of tours and could be rented out. Unsure as to specific costs but are expensive. Run by regular City of Topeka transit staff. Could be set up as a public-private partnership.

Commission poses a few questions regarding the Rialto, visitor attendance demographics, and marketing activities.

The Rialto attracts a large number of visitors from various areas in Northern Colorado and even neighboring states. The draw varies depending on the program being offered. In 2009, the Rialto was used 370 times (avg. of 1 event/day) with 48,300 attendees. About 80% of the rentals are by outside organizations that handle their own marketing. Suggested that there is potential of the Commission to focus some attention to the Rialto.

John Giroux – Resident/Local Business owner/Loveland 365/just loves Loveland. Has put together the Loveland 365 project to help promote Loveland. The project is to put together 365 days/stories/pictures of Loveland. Putting together a book and seeking money for a kickoff event this summer. Discussed the idea of the book and how everyone involved in the project is from Loveland and has donated time/efforts/money to the project and is trying to garner additional community participation. When the book is completed and for sale all profits are set to go back into the community.

Commission is currently not ready to review submissions for requests of money and suggested that Mr. Giroux return after the Commission's processes have been finalized.

3. Staff liaison report

Potential regional partners have been contacted regarding their marketing efforts and collateral materials. Information is starting to come in and will soon be available on groupsite.

4. Discussion on grading/evaluation criteria

Discussion on how we would/should evaluate a project
Tourist Retention programs
How to grade a project in a fair manner

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

3 separate physical pieces to be developed for project evaluation

Criteria

Form/RFP/Application

Evaluation Sheet

Discussion on importance of developing the processes/framework for the Commission so that there is little need to revisit these processes for some time

Discussion on building in flexibility into allocations

Discussion on how there is a lot that we could fund and how the Commission needs to have a clear idea on what the Commission funds and will be funded.

Suggestion that the Commission would not fund entire projects

Initial suggestion of Criteria Categories

Usages

Who to fund

Allocation Pie

Time Frame

Grants

5. Break

6. Continuation of Discussion

Discussion on how the commission is funded

Council will appropriate the Commission's annual funding

Discussion on the allocation pie

Fear of missing some potential funding topics

Suggestion of maintaining a substantial reserve for the first several years to cover the potential of missed items

Discussion on revisiting the pie annually to adjust percentages to meet changing demand and changing priorities and changing funding needs. Suggestion that this could answer the flexibility concern.

Discussion on the varying pieces of the pie and how to allocate percentages

ROI

Purpose and Impact

Discussion on the priority of the pie pieces

Workgroup to combine the Commission's defined allocation pie pieces into broader categories

Reserve

Accountability Measures

Arts Events

Conventions/Conferences/Meetings

Special Events

Sports

Historical/Cultural

Marketing

Research

Tourist Retention

Signage

Interns

Local and Regional

Jeremy Elliott motions that the Commission accept these 6 categories as the pieces to the pie

Mike Nappa seconds the motion

The motion passes unanimously

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

7. Commission and Liaison Announcements

John Giroux from Loveland 365 came to this past council meeting requesting funds for the Loveland 365 kickoff project. Mr. Giroux was referred to the Community Marketing Commission.

8. Set agenda for 03/25/2010 regular meeting

Council Liaison Announcements to moved up with Staff Liaison Report

Agreed upon agenda items

Call meeting to order (minutes)

Public comment

Staff and Council liaison report

Discussion on how to allocate the pie (allocation formula)

Discussion on criteria and prioritization

Commission Announcements

Formalize agenda

Adjourn

9. Adjourn

Judy Saffell motions to adjourn

Mike Nappa seconds the motion