

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Special Meeting Summary**
4 **December 16, 2010**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, December 16, 2010 at 6:00
7 P.M. in the City Council Chambers of the Civic Center at 500 East Third Street, Loveland, CO. Community
8 Marketing Commissioners in attendance were: Tom Dwyer, Ann Harroun, Rich Harter, Chair, Jeremy Elliott,
9 Linda Hughey, Rosemary Prawdzik, Judy Saffell, Council Liaison's Carol Johnson and Cathleen McEwen
10 and Betsey Hale, Staff Liaison.

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12 Guests: Mac Juneau from High Plains Arts Council, Kristine Koschke and Craig Bialy from Engaging
13 Loveland

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15 **CALL TO ORDER**

16 *Commission Chairman Harter* called the meeting to order at 5:59p.m.

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18 **APPROVAL OF MINUTES**

19 The December 6th minutes were reviewed and approved with the deletion of the announcement of the
20 party at Judy's house on January 8th. Commissioner Prawdzik made the motion and Commissioner
21 Hughey seconded. It passed unanimously.

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23 **RESIGNATION**

24 *Chairman Harter* began the meeting by thanking Commissioner Harroun for her service on the CMC.
25 Commissioner Harroun made some parting remarks and thanked all of the members for their hard work.

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27 A discussion was held about replacing Commissioner Harroun. Alternate, Bob Torson, was not certain
28 he could do the time commitment. Staff was directed to clarify with Bob Torson and ask the other
29 Alternate, Cary Rentola, as well. (Staff did this and both declined the position offer. The position was
30 opened on 12/22/2010 to the public and will close on 1/22/2011.)

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32 **WORKPLAN AND BUDGET**

33 Staff did not bring a work plan or budget for the Commission to review as the selection of the consultant
34 and cost had not been determined. This will be completed at the 1/6/11 meeting. Staff will complete the
35 yearend report following the selection of the consultant for the Strategic Branding and Marketing effort.
36 (The Report was distributed to City Council on December 23, 2010 in with the weekly City Manager
37 Memo to Council.)

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39 **STRATEGIC MARKETING/BRANDING FIRM INTERVIEWS AND RECOMMENDATION DECISION**

40 *Chairman Harter* invited the representatives from LightSource Creative to join the meeting. All parties
41 introduced themselves and Chairman Harter allowed the company to make a 5 minute presentation. The
42 CMC members asked questions that had been prepared in advance by the Chair. Chairman Harter led the
43 interview process. Following the interview with LightSource, a brief break was held and then the
44 ToolBox representatives were invited to join the meeting. The Chair allowed them to speak for 5
45 minutes and then the same interview questions were given to ToolBox.

46
47 *Chairman Harter* opened the discussion on the selection of the consultant for the project. Commissioner
48 Prawdzik expressed her disappointment that LightSource did not follow the directions on the budget
49 template. The template was provided to assist the Commission in assessing the similarities in bids. In
50 addition, LightSource did not complete the full bid for all phases of the project. Discussion centered
51 around the qualities of each firm and if they were a good fit for the outreach process. Then discussion

1 centered on real experience related to tourism marketing and destination marketing. While Toolbox
2 focused too much on the Dude Ranch, it was brought up by Commissioners that they had worked with
3 the City of Parker, Fort Collins, the Library District, the State Parks and The University of Wyoming,
4 while LightSource really focused on H-P travel and meetings work.

5
6 *Chairman Harter* asked for a vote and it was unanimous for ToolBox. Commissioner Hughey made the
7 motion to recommend to the City Council the hiring of ToolBox and Commissioner Dwyer seconded the
8 motion. Staff was directed by a motion to negotiate on the entire proposal for up to but not to exceed
9 \$150,000. This is dependent on City Council Approval. The motion was made by Commissioner
10 Prawdzik and seconded by Commissioner Saffell.

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13 Adjourned 9:00p.m.