

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Meeting Summary**
4 **December 6, 2010**

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6 A meeting of the Loveland Community Marketing Commission was held on Monday, December 6, 2010 at 6:00
7 P.M. in the City Manager's Conference Room of the Civic Center at 500 East Third Street, Loveland, CO.
8 Community Marketing Commissioners in attendance were: Tom Dwyer, Rich Harter, Chair, Jeremy Elliott, Linda
9 Hughey, Rosemary Prawdzik, Judy Saffell and City Council Liaison, Cathleen McEwen. Also present were Bill
10 Cahill, City Manager, and Nikki Garshelis, Business Services Coordinator.

11
12 **CALL TO ORDER**

13 *Commission Chairman Harter* called the meeting to order at 6:00p.m.
14

15 **WELCOME TO CITY MANAGER**

16 *Commission Chairman Harter* welcomed Bill Cahill, Loveland's City Manager. City Manager Cahill outlined the
17 progress the Community Marketing Commission has made in a very short time and thanked them for their
18 dedication and service. He advised the Commission to plan for the increased community attention they will surely
19 receive during their Strategic Marketing and Branding efforts in 2011. He recommended that the Commissioners
20 carefully consider their time management plan. Chairman Harter said the Commission receives great support from
21 their Council Liaisons, Carol Johnson and Cathleen McEwen and staff support from Betsey Hale, Rod Wensing
22 and Nikki Garshelis.

23
24 *Commissioner Hughey* asked the City Manager how he sees the creative sector project, the Rialto Bridge project
25 and the ArtSpace project all coming together. City Manager Cahill said he and City Staff will connect the dots by
26 utilizing part of the economic development strategy developed in Merced. The key is to align all the projects
27 strategically and link them back to the branding of Loveland's image, he explained. In response to a question about
28 business development in Loveland, he said he has three main priorities directed by Council which include
29 balancing the budget, revitalizing the downtown and economic development, focusing on job creation.
30 Recruitment of high tech jobs, expansion of existing businesses and the creation of new companies will be where
31 business development staff concentrates efforts, he said. NCEDC recruits the companies to the region with City
32 Staff closing the deal. City Staff works on retention and expansion of businesses, he explained. Bright spots in
33 business development include the new Lightning Hybrids building completion and the open house next week for
34 Westwood Professional Consultants, a land and energy development consultants company, he announced. This all
35 means more jobs for Loveland, he added.

36
37 *Commission Chairman Harter* answered the City Manager's question regarding how the CMC will manage their
38 2011 responsibilities. He explained that the decision to continue with the first grant cycle as well as lead the
39 Strategic Marketing and Branding process was discussed thoroughly by the Commissioners. The Commissioners
40 were concerned that if they cancelled the first grant cycle there would be important events and opportunities that
41 may not be produced due to lack of funding. Commissioner Hughey said that the Commission recognizes the
42 challenges and it plans to be more strategic and careful when granting future funds. Chairman Harter said the
43 stakeholders voted in favor of stopping the first round of grants but the CMC had to make the final decision. A
44 discussion followed about how Merced, California appropriated its bed tax.

45
46 **CITY COUNCIL UPDATE**

47 *Councilor McEwen* reported that Councilors and City Staff attended the December 1-3, National League of Cities,
48 Congress of Cities conference and exposition. Three large bronze sculptures by Loveland sculptors and the
49 OmniGlobe from ARC Science were on display at the exposition, she said. It was a very successful event.
50

51 **DECEMBER 16 PRESENTATION**

52 After a discussion regarding the RFP finalist meeting on December 16th, the Commissioners agreed to the
53 following actions:
54

- 1 • *Commissioner Prawdzik* will revise the budget template for Toolbox and Lightsource today
2 and send it to Nikki and Betsey. The companies should complete it and return it no later than
3 Dec 14 so there is time to review/compare by the Dec 16 meeting.
4
- 5 • *Lightsource* will start on Dec 16 at 6pm and go until 6:45 (this will not be a presentation).
6 They will have a few minutes to talk before the CMC starts asking them the questions they
7 have prepared. Tool Box will start at 7pm to 7:45p.m.
8
- 9 • There will be a CMC meeting afterwards until 9pm. The plan is to make the decision at the
10 meeting. (They want the room to be set up in a hollow square with chairs on the outside).
11
- 12 • *Commission Chairman Harter* will cut and paste everyone's questions and provide them to the
13 CMC to review before Dec 16th.
14
- 15 • Once chosen, approved by City Council and the contract finalized, the consultant will be
16 asked to attend the CMC meetings and provide updated reports of their progress. They are
17 estimating that they will be ready to start by Feb 3rd.
18
- 19 • The CMC budget will be reviewed at the Dec 16 meeting.
20

21 **REVIEW OF 2011 CALENDAR**

22 *Nikki Garshelis* reviewed the 2011 Community Marketing Commission calendar with the
23 Commissioners. The calendar revisions will include:
24

- 25 • Rescheduling the Grant Workshop from Jan 15 to Jan 29th. Nikki will invite Jeff from
26 Zoomgrants to attend and present.
- 27 • The first grant cycle will begin Feb 1st instead of Feb 14. The second grant cycle will begin
28 July 1st and end Aug 20th.
29

30 **GRANT WORKSHOP PREP**

31 *Commissioners Prawdzik, Hughey and Saffell* are on the Subcommittee to edit/finalize the three grant
32 applications. Nikki will have Zoomgrants load them online when they are complete. The deadline is
33 prior to the Jan 29th workshop.
34

35 **UPDATE TO CITY COUNCIL**

36 The Commissioners agreed that Betsey Hale should draft an updated report for them to review and
37 once they approve, the report can be distributed to City Council.
38

39 **COMMISSION ANNOUNCEMENTS**

- 40
- 41 • The Commission agreed to attend the *Sculpture in the Dark* event this weekend to assess and
42 support the first event held that received funding from the grant process.
- 43 • The Commission is holding a social event on Saturday evening, January 8, 2011.
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47 Adjourned 7:47p.m.