

Community Marketing Commission Meeting Minutes
October 21, 2010

Board Members Present

Rich Harter _ Chair

Linda Hughey – Vice Chair

Tom Dwyer, Judy Saffell

Also Present

Councilor Carol Johnson – Council Liaison

Councilor Cathleen McEwen – Council Liaison

Assistant City Manager Rod Wensing – Staff Liaison

1. Call meeting to order – *Board member Harter*

a. Minutes 10/07/10

Board member Hughey moves to accept the amended minutes.

Board member Saffell seconds.

The motion passes unanimously.

b. Minutes 10/14/10

Board member Dwyer moves to accept the amended minutes.

Board member Hughey seconds.

The motion passes unanimously.

c. Liaison announcements

Liaison McEwen shares with the Commission a song composed and presented to Council to be considered for the Loveland Valentine song.

Liaison Wensing – informs the Commission that there have been 10 RFP's received for the Commission to review with a possible 1st cut by the 28th.

One RFP came in late and was not included in the packets to the Commission. All bids are separate and unopened in the City's Purchasing Department.

2. Brian Willms Loveland Visitor's Center

The current focus of the Visitor's Center has been Rocky Mountain National Park. The desire to use the funds is to focus primarily on Loveland with Rocky Mountain National Park as secondary. There are 3 phases to this and there is not currently a single staff person that has the specific expertise in tourism and retail to sell Loveland. Phase 1 is to revamp the Visitor Center to sell Loveland. Phases 2 and 3 are the implementation phases and work with search engine optimization.

The Visitor Center will be opening a separate account to track the granted funds.

The Visitor Center is a collaborative partner.

Board member Hughey expresses concern over the possibility of the work done with the grant conflicting with the overall strategic plan or possibly having to be redone.

Board member Harter would like to see how the Visitor Center sees continuing the relationship with the Commission.

Board member Dwyer inquired to the possibility of a CVB fitting in with the Chamber and Engaging Loveland.

The Commission would like to receive monthly reports on the status of this grant and an initial status report of where the Visitor Center is at the end of the year.

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

3. Grant contract review
Liaison Wensing reviews with the Commission the grant contracts that are going out to recipients.
4. RFP weighting/grading
 - a. Application shortlist criteria
General discussion on using the Submission Review Selection Criteria from the RFP.
5. Topics for NoCO Link
General discussion on some recommended topics
 - *Montage around the holidays*
 - *Sculpture Invitational/sculpture parks/sculpture community*
 - *Foundries*
 - *Fall Thompson Canyon*
 - *Boyd Lake State Park/Carter Lake/Pinewood Lake*
 - *Roosevelt National Forest*
 - *Downtown Loveland and Arts*
 - *Devils Backbone and Mariana Butte*
 - *Fly fishing*
 - *Utilizing Loveland as a vacation hub*
 - *Loveland as a romantic getaway*
 - *Valentine re-mailing*
 - *Sylvan Dale*
 - *Loveland Hearts*
6. Set next agenda
Meeting at Embassy Suites
Wedding Planners
Initial RFP review
Remainder of NoCO Link ideas – will set for a future date
7. Commission announcements
None at this time
8. Adjourn
Board member Dwyer moves to adjourn.
Board member Hughey seconds.
The motion passes unanimously.