

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

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, November 4, 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: Rich Harter, Chair, Jeremy Elliott, Linda Hughey,  
9 Rosemary Prawdzik, Ann Harroun, and City Council Liaison, Carol Johnson. Also present were staff liaison,  
10 Betsey Hale, Business Development, and Nikki Garshelis, Business Development/Development Services.

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12 **CALL TO ORDER**

13 Commission Chairman Harter called the meeting to order at 6:10p.m.

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15 **APPROVAL OF MINUTES**

16 *Commissioner Prawdzik moved to approve the October 28, 2010 minutes with the following changes:*  
17 *#4. Correct the spelling of Manon Weber's name. It was followed with a second from Commissioner Harroun*  
18 *and the motion passed unanimously.*

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20 **CITIZEN REPORTS**

21 Ethyl Meininger, a volunteer at the Loveland Visitor's Center presented statistics she compiled regarding activity  
22 at the Loveland Visitor's Center. She reported that the Visitor's Center welcomed approximately 400 to 500  
23 visitors per year. Approximately 300 of those visitors were from Canada, the rest were from the UK, France and  
24 Germany, she said. Very few were from Mexico, she added. Visits from Lovelanders averaged between 3% and  
25 54%, she reported. Additionally, Ms. Meininger reported that 10 years ago there was a separate supervisor for the  
26 Visitor's Center. Now it is solely managed by the Chamber, she said. The visitor numbers decreased when the  
27 Center lost its supervisor, she believed. In response to questions from the Commissioners, Ms. Meininger said  
28 signage is the biggest challenge for the Visitor's Center. There are not enough signs directing visitor's to it, she  
29 reported. She would suggest putting a changeable mobile sign up welcoming various groups to Loveland as well  
30 as signage out on I-25. The Commission thanked Ms. Meininger for her input and invited her to the November  
31 20<sup>th</sup> Marketing/Branding Consultant presentation meeting. She accepted their invitation.

32  
33 **STAFF REPORT**

34 The Commission welcomed Betsey Hale as the new Staff Liaison for the CMC. Betsey reported that there is a  
35 website vendor in the process of developing the City's new website. Betsey will coordinate their process with the  
36 Marketing/Branding Consultant once that consultant has been chosen. Betsey distributed a grant reporting  
37 calendar to track all approved grants from contract to payments to post reports. This will be updated and  
38 presented via email to the CMC on a quarterly basis, she said. Betsey reviewed the process of the November 20<sup>th</sup>  
39 RFP Consultant presentations with the Commission. The printed materials will be available for stakeholder  
40 review from 9:00am to 11:00am, presentations will be given between 11:00am and 2:15pm, a stakeholder  
41 discussion between 2:30pm and 3:30pm, and a CMC meeting from 3:30pm to 4:30pm. Box lunches will be  
42 available for all attendees from 12:30pm to 1:00pm. Betsey will handle contacting the final RFP Consultants to  
43 inform them of the dates and times of their presentations. Betsey will draft a calendar for the commission and  
44 distribute it at the December 2<sup>nd</sup> meeting for review. She will schedule two meeting per month with the second  
45 meeting as an option. She will also bring a work plan and a draft of the 2011 budget.

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47 **RFP REVIEW**

48 The Commission discussed the final scores for the RFP Consultants. Commissioner Prawdzik said she was  
49 concerned over the consultants' lack of specific experience with branding and marketing. They agreed that the  
50 scores reflected their preferences appropriately. They also agreed to schedule the presentations with the  
51 companies in alphabetical order. Each consultant will be allowed to give a 15 minute presentation followed by a  
52 15 minute question and answer session.

1 *Commissioner Hughey moved to approve the four final candidates based on the top four scores. The top four*  
2 *candidates to be asked to give presentations on November 20 were; JVA, Lighthouse, PUMA and Toolbox.*  
3 *The motion was followed with a second from Commissioner Harroun and the motion passed unanimously.*  
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5 Bid envelopes were opened and the fees were discussed. The Commissioners agreed that this information could  
6 be discussed and negotiated at a later time and would not initially influence their judgment. The Commission  
7 directed Betsey Hale to ask the stakeholders to submit questions for the consultants by November 12 so they  
8 could incorporate them into their question and answer sessions. The Commissioners agreed that they would  
9 request that the presenters focus on key elements of their written proposals. Commissioner Prawdzik volunteered  
10 to create the scoring sheets to be utilized during the presentations.

## 11 **GRANT CYCLE**

12 Commission Chair Harter asked the Commissioners their opinion about postponing the second grant cycle.  
13 Postponing it would allow for the Commission to focus more closely on the strategic plan and work with the RFP  
14 consultant. After some discussion, they agreed to postpone the cycle from Jan 1-Feb 20 to Feb 1 to March 20,  
15 2011. They tentatively chose January 15<sup>th</sup> as the grant informational workshop. They would like a Zoomgrants  
16 representative to attend the workshop, if possible. Commissioner Hughey volunteered to lead the workshop.  
17 Moving the grant cycle one month will still allow provide support for the community, they said.

18 *Commissioner Hughey moved to approve the change of the next grant cycle from January 1<sup>st</sup> through February*  
19 *20<sup>th</sup> to February 1<sup>st</sup> through March 20. The motion was followed with a second from Commissioner Prawdzik*  
20 *and the motion passed unanimously.*  
21

22 There was a discussion regarding the grant applications. There is a Marketing Application and an Event  
23 Application. Commissioners Hughey and Prawdzik volunteered to meet and construct a Bid Fee Application.  
24 They will provide the commissioners with a draft to review at the December 2<sup>nd</sup> meeting.  
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## 26 **NOVEMBER 18, 2010 MEETING AGENDA ITEMS**

- 27 • Preparation of Nov 20 RFP Presentation Workshop
  - 28 ○ Schedule
  - 29 ○ Questions from Stakeholders
  - 30 ○ Score sheets for CMC and Stakeholders
- 31 • Guest: Bruce Wallace, Best Western
- 32 • Guest: Kristine Koschke, Engaging Loveland

## 33 **DECEMBER 2, 2010 MEETING AGENDA ITEMS**

- 34 • Calendar for 2011
- 35 • Draft of 2011 Budget
- 36 • Guest: Ed Roth, IT Re: New City Website Vendor and Timeline
- 37 • Review of BID- FEE Application

## 38 **ANNOUNCEMENTS**

- 39 • Councilor Johnson reported that the Coloradoan will feature an article in its November 7<sup>th</sup> edition about the  
40 Loveland Lodging Tax exceeding expectations and also information about the Community Marketing  
41 Commission. City Councilors will be attending the National League of Cities Conference December 1-3 in  
42 Denver and will also host a booth featuring sculpture and the ARC Science Omni Globe, she said.  
43
- 44 • Commissioner Hughey reported that she recently returned from a trip to Washington DC. She stayed at  
45 the Liaison Capitol Hill Hotel where she was given a choice of “Experience Kits.” She chose the  
46 “Walking Tour Kit” which included an iPod Shuffle, a City Walks deck of 40 cards highlighting areas  
47 each with various walking times, a city guidebook featuring popular walking tours, a city map, a  
48 pedometer, and a towel. They saw more of the City with the kit than they would have without it, she  
49 said. It was a great way to promote the city, she explained. Councilor Johnson said the Historic  
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1 Preservation Commission wants to do a walking tour guide of Loveland. They will probably be  
2 submitting a grant application for the guide, she believed.

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5 **Adjourned at 8:05p.m.**