

Community Marketing Commission Meeting Minutes
October 7, 2010

Board Members Present

Rich Harter – Chair

Linda Hughey – Vice Chair

Tom Dwyer, Jeremy Elliott, Ann Harroun, Rosemary Prawdzik, 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. Approval of minutes 09/16/10

Board member Dwyer moves to accept the minutes.

Board member Harroun seconds.

The motion passes unanimously.

b. Approval of minutes 09/23/10

Minor amend recommended.

Board member Prawdzik moves to accept the amended minutes.

Board member Hughey seconds.

The motion passes unanimously.

2. Public Comment

None

3. Council and staff liaison report

Board member Harter reports on the CMC grant recommendations to Council.

The wedding professional group spoke to council in regards to their grant proposal.

Our recommendations were passed 9-0 and council recommended that the CMC provide more information to Council. Information should include all grant applicants and how much and which are approved and for how much and which are not.

A number of grant applicants have expressed their appreciation for the CMC's support.

The hoteliers association is not pleased with the percentage of money that was distributed that the association feels will put heads in beds.

Board member Dwyer - The hoteliers do not have the ability to go out on their own to get a national piece of business and will end up using The Ranch, Sylvan Dale, or Embassy Suites conference space.

Board member Hughey - The CMC's approved a number of the grants expecting the recipients to partner with the hotels to develop packaging.

Councilor Johnson informs the CMC that the Quiznos Bike Challenge bid is going out next week.

Board member Hughey points out that the CMC did not utilize the full grant allocation and this could be used to help with the Quizno's Bike Challenge.

Liaison Wensing informs the CMC that the RFP is out and the deadline is October 21st and requests feedback from the CMC's decision to choose a professional advisor.

Board member Harter recommends that the CMC make the initial cut for the CMC's professional advisor and gather feedback from the community stakeholders on this short list.

Board member Dwyer suggests the CMC post an abridged version of the short list for the stakeholders to view.

Board member Prawdzik suggests that the CMC provide the grading criteria to the stakeholders. Liaison Wensing suggests that the selected applicants be given a 15 minute presentation period followed by a 15 minute Q&A. Council will not be directly involved in the selection process of the professional advisor.

Board member Hughey questions how the CMC will gather the stakeholders feedback. Liaison Wensing will provide a sample evaluation criteria that was used for the downtown consultant. Board member Hughey would like to see a numerical ranking of the selected applicants from the stakeholders.

Liaison Wensing reports that \$64,056 was collected in the previous month. YTD is approximately \$358,000. Projected annualized collections is approximately \$477,000. Any additional funds that are received and not appropriated is rolled into the fund balance. Any funds that are not used are also rolled into the fund balance for the following year and the CMC will have to get approval from Council to reallocate any rolled over funds.

Liaison Wensing has received some RFQ questions in regards to the RFP.

Board member Dwyer suggests that the CMC post a FAQ to any questions received in regards to the RFP.

Liaison Wensing reports that the City is sending out some preliminary information requests to the grant recipients prior to the contracts are sent out.

Discussion on the issue of the CMC requiring a post project report to receive subsequent grant, the issue of the potential for a previously funded event overlapping with a subsequent grant cycle. There is general consensus that the CMC will deal with this on a case by case basis.

There is a general consensus that all the grant monies are to be distributed prior to the event. Events that are a year or more out in the future will be held until needed.

4. Grant evaluation and presentation process

Board member Harter suggests that there will be a need to set up a process for organizations to present their grant proposals.

Board member Hughey would like to have a grant workshop developed.

Suggests that the CMC might need to lengthen the grant review process if presentations occur.

5. Timeline discussion

Develop a grant application for marketing purposes

Revise the current grant application process – redundancy in questions and quality of information

What does success look like in the events which the CMC funds? What are the bottom-line items that determine success?

RFP review/interview/evaluation/stakeholder process

Finalist presentation to stakeholders November 20th.

Grant workshop January 8, 2011

Grant monitoring and outcome evaluation

CMC vision – where and what the CMC will be in 2011 as the CMC transitions to long term strategic planning from interim.

6. Set agenda and assignments

Finish up post project reports to have them posted for recipients.

Specific grant recipients should have specific requirements in the contracts.

October 14th

Janice Mount – NOCO Link

Post project evaluation

RFP weighting criteria

October 21st

Brian Willms

October 28th Embassy Suites

Wedding Professionals

RFP review

November 4th

Professional advisor short list

7. Commission announcements

Board member Hughey – 2nd Friday of the month is Night on the Town. There's a lot going on in downtown.

Board member Elliott – Windsor has a lodging tax initiative on the ballot.

Board member Prawdzik would like to thank Councilor Johnson for a job lead.

8. Adjourn

Board member Harroun moves to adjourn the meeting.

Board member Prawdzik seconds.

The motion passes unanimously.