

Community Marketing Commission Meeting Minutes
October 14, 2010

Board Members Present

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

Business Development Manager Betsey Hale – Staff Liaison

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

a. Liaison announcements

Liaison Hale – Reported on some paperwork timeline suggestions.

Liaison McEwen – Reported that Council just approved the Artspace Project as an economic driver for downtown.

There were approximately 150 artists that showed interest in the project.

Liaison McEwen reports on the NCEDC annual meeting. The economy is not looking good.

The Chamber was wondering when the awards might be disbursed.

General discussion on the grant paperwork that is going out to recipients. The CMC would like to use the grant application as exhibit A in the award.

General discussion on how the CMC's funding differs from other grant programs.

2. NOCO Link presentation

Janice Mount presents. Would like to have the first segment out January 1st, 2011.

NOCO Link is on Channel 5 at noon but will be moved to a 6PM segment.

The Colorado Entertainment TV Channel is looking at picking up the NOCO Link segments.

NOCO Link would also like to be able to submit the segments to online travel search channels.

The topics that are covered should be mutually agreeable.

The whole segment or program can be used at the CMC's discretion.

Seasonality affecting some of the scheduling of these segments.

The CMC will get some segments suggestions together for the next meeting.

Liaison Hale suggests that it might be a good idea to save some of the segments for when the CMC has more of an idea as to the branding of Loveland.

There is a potential with partnering with Allegiant Air and Mesa Chamber of Commerce for co-marketing campaigns.

3. Post project evaluations

Presentation and discussion of post project evaluations.

Expectation that the post project evaluations would be submitted through Zoomgrants.

Discussion on including local event attendees in ROI calculations and concern over allotting too much value to local attendees.

Board member Dwyer suggests that the CMC publish the post project reports.

Board member Elliott suggests that a dollar figure for attendees from inside Larimer and Weld counties should be less than daytrip figures.

Board member Prawdzik suggests that a local attendee is not technically a tourist and should not be used in the calculation for ROI. General consensus on removing Loveland attendees from calculation.

4. RFP weighting/grading

Liaison Hale presents a staff suggested timeline and scoring tool for the RFP applicants.

General discussion on the stakeholders who will provide feedback to the CMC in regards to the professional advisor.

Board member Hughey would like all stakeholders from the previous stakeholder meeting to be invited.

Board member Prawdzik would like to include two additional stakeholders – Boyd Lake State Park and Roosevelt National Forest.

General discussion on the amount of information that will be provided by the applicants and how to allow the stakeholders to review the information. Two suggestions of either having the information on display at a specific time a few days prior or having the information available a few hours before the stakeholder meeting.

The CMC will be soliciting input from the stakeholders and CMC will be deciding which professional advisor to choose.

The rest of this discussion is to be continued at next meeting.

5. Set agenda and assignments

October 21st

Brian Willms

Applicant shortlist criteria discussion

Review contracts

Topics for NoCO Link

November 4th

Discussion on what the applicant shortlists are to be prepared to present at stakeholder meeting

Board member Prawdzik moves that the CMC purchase a SmartPen.

Board member Hughey seconds.

The motion passes unanimously.

6. Adjourn

Board member Saffell moves to adjourn the meeting.

Board member Harroun seconds.

The motion passes unanimously.