

Community Marketing Commission Meeting Minutes
September 16, 2010

Board Members Present

Rich Harter – Board 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 – *Rich Harter*
 - a. Approval of minutes from 09/02/2010 meeting
Minor amends recommended.
Board member Harroun moves to accept the amended minutes.
Board member Prawdzik seconds.
The motion passes unanimously.
 - b. Approval of minutes from 09/09/2010 meeting
Minor amends recommended.
Board member Prawdzik moves to accept the amended minutes.
Board member Hughey seconds.
The motion passes unanimously.
 - c. Liaison announcements
The chamber and other boards and commissions will be or already have taken a position on 60, 61, and 101.
Assistant manager Wensing provided feedback from legal in regards to the Visitor Center's application and litigation that occurred with the City in the mid 1990's. Any funding provided should be able to show that the City is getting goods and services in return of at least comparable monetary value.
2. Grant proposal review
Finalization of grant recommendations.
Board member Harroun moves that the CMC recommend funding to City Council for the following groups in the stated amounts:
 - Downtown Loveland Association/Loveland ARTSource Guide Publication - \$5,600*
 - Engaging Loveland, Inc./Front Range Coop Marketing - \$2,250*
 - Engaging Loveland, Inc./Sculpture in the Dark - \$ 6,000*
 - Engaging Loveland, Inc./Coop Event Marketing - \$8,750*
 - Loveland Chamber of Commerce and Visitors Center/Loveland Visitor Center - \$30,000*
 - Loveland Museum and Gallery/Threads to China - \$3,000*
 - Loveland Opera Theatre/Regional Marketing - \$2,275*
 - Loveland Sculpture Invitational/20th Anniversary Campaign - \$10,150*
 - Loveland Sertoma/Loveland Loves BBQ - \$8,000*
 - NoCo Link/NoCo Link spots - \$13,000*
 - The Ranch/American Cowboy Team Roping Chapter Finals - \$1,750*
 - The Ranch/Big Thunder Draft Horse Show - \$3,000*
 - Triple Crown Sports/Sparkler Jr's Girls Softball Tournament - \$12,500*

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

For a total of \$106,275 recommended for distribution.

Board member Prawdzik seconds.

The motion passes unanimously with board member Harter absent from vote.

3. Set agenda

RFP

Grant notification letters

60,61,101

Timeline

4. Adjourn

Board member Dwyer moves to adjourn.

Board member Hughey seconds the motion.

The motion passes unanimously.