

Community Marketing Commission Meeting Minutes
September 2, 2010

Board Members Present

Rich Harter – Chair

Linda Hughey – Vice Chair

Tom Dwyer, Jeremy Elliott, Ann Harroun, Rosemary Prawdzik

Also Present

Councilor Carol Johnson – Council Liaison

Assistant City Manager Rod Wensing – Staff Liaison

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

2. Public Comment

Dianna McKinney – Suggests that the CMC should be thinking about a CVB.

Representative from McWhinney – Supports the CMC bringing in a professional for branding and also would like to see some additional communication on the timeline for the grant process to be supplied to applicants.

3. Approval of 08/26/10 minutes

No action taken at this time.

4. Liaison announcements

Liaison Wensing - 2nd reading of CMC budget is coming up on the 7th..

- Local Ann LaRose shared some logo artwork for the CMC to review.

- Shared information on the upcoming Quiznos Bike Challenge in August of 2011 and the potential for Loveland to participate.

5. Update – grant application process

Board member Hughey is concerned that a few applicants did not necessarily fit into the criteria of the CMC's grant process and more closely into marketing initiatives. There were also concerns over the completeness and quality of several applications.

Board member Harter suggests this is an opportunity of how better the CMC can approach this in the future.

Board member Prawdzik points out that the CMC currently has no process to address specific marketing initiatives.

Board member Dwuer applauded several of the applicants for the desire for what the applicants want to bring to Loveland.

Liaison Wensing shares that right now distributions for this cycle are tentatively set to come before Council the 1st meeting in October.

Geoff Hamilton from Zoomgrants will be present at the meeting on the 9th to assist the CMC with the program. The meeting on the 16th will be in the City Managers Conference Room.

6. Update – Professional Assistance/Branding Controversy

The CMC would like to thank the Stakeholders for their continued backing of the direction that the CMC is taking and the goal of the CMC to ensure the CMC has the resources available to do the work that was charged to the CMC.

Liaison Wensing suggests that the CMC continue its commitment to transparency by presenting the CMC's budget separate from the City's normal budgeting process. This will also allow the development of more solid budget numbers for 2011 and involving public process.

7. RFP Draft 2.0 Review and discussion.

General discussion and markup of RFP draft.

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

8. Set agenda

Grant application review

08-26-10 minutes

9. Adjourn

Board member Saffell moves to adjourn the meeting.

Board member Prawdzik seconds the motion.

The motion passes unanimously.