

Community Marketing Commission Meeting Minutes
August 19, 2010

Board Members Present

Rich Harter – Chair

Linda Hughey – Vice Chair

Tom Dwyer, Jeremy Elliott, Ann Harroun, Rosemary Prawdzik

Also Present

Assistant City Manager Rod Wensing – Staff Liaison

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

- a. Approval of 08/12/10 minutes.

Minor clarifying amend recommended.

Board member Prawdzik motions to approve the amended minutes.

Board member Harroun seconds.

The motion passes unanimously.

- b. Liaison announcements

None.

2. Civic Tourism Presentation

Tim Merriman, Executive Director of National Association for Interpretation, gives presentation on Civic Tourism.

For a place to have a truly authentic and unique message there must be a strong self identity and sense of place. There are 3 basic tenets of civic tourism –1) it reframes economics (ideally it improves the social and physical environments), 2) it engages the public (ideally it benefits the community as a whole), 3) it prompts the community to invest in the story (that sense of place/self identity).

Every place has a unique story and this message must be authentic to a place. The question is how to tell that story. A place is more than just a physical location or a name. It encompasses the geography, the food, the physically constructed environment, the landscape, the culture, the people, and the events. All of this must come together in the theme and the story.

The economy is transitioning to an experience economy. More money is spent seeking experiences than services primarily due to the relationships that are created and therefore an emotional connection to a place.

3. 2011 Budgeting

John Hartman gives presentation on staffs suggested budgeting for 2011.

Board member Hughey wants \$150,000 to \$200,000 in Professional Services for the cost of consultants with \$50,000 for 2011 grants.

Board member Prawdzik would like to have most of our projected monies allocated to specific purposes and would like to keep the \$158,000 for grants for 2011 as there will be 2 grant cycles in 2011 and would like to see \$150,000 allocated to a Marketing item in our budget. Board member Prawdzik also notes that the CMC will need to develop a process for distributing any marketing initiatives the CMC determines to do.

The 5% reserve requirement is met in the unused fund balance that will carry over from 2010.

Board member Prawdzik moves that the CMC directs staff to show in the CMC 2011 budget recommendations of

Office Supplies - \$1,000

Boards/Commission/Council - \$1,500

Printing - \$6,000

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

<i>Membership Fees & Dues -</i>	<i>\$1,000</i>
<i>Professional Services -</i>	<i>\$100,000</i>
<i>Travel & Meetings -</i>	<i>\$6,000</i>
<i>Marketing -</i>	<i>\$150,000</i>
<i>Grants -</i>	<i>\$150,000</i>

Board Member Hughey seconds.

The motion passes unanimously.

4. RFP process presentation

Liaison Wensing presents RFP developed by staff to the CMC.

The CMC would like to have more time to go over the process and will come back at the next meeting to review it more completely.

5. RFP outcomes

See previous.

6. Set agenda and commission announcements

Board member Prawdzik presents the recommended CMC foreword statement to the PUMA report.

Board Member Hughey moves that the CMC accepts this work as the CMC's foreword statement to the PUMA report.

Board member Dwyer seconds.

The motion passes unanimously.

Staff is directed to include this statement then to release the report.

Liaison Wensing notes that the CMC has been invited to the Loveland Area Hospitality Association's meeting on September 14th at 3pm.

7. Adjourn

Board member Elliott moves to adjourn the meeting.

Board member Harroun seconds the motion.

The motion passes unanimously.