

City of Loveland
Community Marketing Commission
Minutes of the August 26, 2010 Special Meeting
6:00-8:00pm

The meeting was called to order at 6:00pm by Chairman Harter.

Members in attendance: Harter, Hughey, Dwyer, Prawdzik, and Harroun. Absent: Elliott and Saffell. Council Liaisons Johnson and McEwen attended. Betsey Hale attended in Rod Wensing's absence.

Liz Birdsall, a member of the public was invited to make some public comments to the commission. She discussed the upcoming State of Colorado Tourism Show and Annual Meeting. She recommended it as an event that commission members should attend. Chairman Harter thanked her.

The next order of business was the review and approval of the 8/19/2010 minutes. The minutes were reviewed and Hughey made the motion to approve, Prawdzik was the second. There was no discussion. The minutes were approved as submitted unanimously.

City Council Liaisons Johnson and McEwen presented their announcements. There was a very lengthy discussion related to the community reaction and some council members' reaction to hiring a consultant for completion of the strategic plan, branding and marketing effort. Council member McEwen presented a copy of a "letter to the editor" which she wrote and submitted to the Reporter-Herald and the Loveland Connection. Both Council members expressed great concern about the community comments in the R-H line and via email to the Council. Council Member Johnson agreed to have this item be a topic of her next Reporter-Herald column. Chairman Harter will be sending an email to Council and the stakeholder community to solicit their support for hiring a professional firm. A call in strategy for the R-H line was developed which included CMC members calling in to leave positive comments.

Chairman Harter asked Hale to set up a conference call with Rod Wensing for the following week to discuss additional strategies to address citizen concern and next steps.

Public comment policy: It was decided by the commission to have the 1st Thursday of the month remain as the official "public comment" meeting. However; if public attends other meetings they will be invited to speak for no more than 3 minutes before the meeting starts but no further comments will be allowed.

The remaining portion of the meeting focused on the discussion of the draft RFP. Chairman Harter presented his comments in writing. Prawdzik and Hughey presented their comments verbally. Dwyer and Harroun had no additional suggestions. Member Prawdzik volunteered to take all of the suggested changes and additions and compile a new draft for discussion at a future meeting.

The meeting adjourned promptly at 8:00pm