

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Meeting Summary**
4 **May 5, 2011**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, May 5, 2011 at
7 6:00 P.M. in the City Managers Conference Room of the Civic Center at 500 East Third Street, Loveland,
8 CO. Community Marketing Commissioners in attendance were: Chair, Rich Harter, Vice Chair, Linda
9 Hughey, Rosemary Prawdzik, Judy Saffell and Alternate, Justin Erion. Also attending were Council
10 Liaisons, Carol Johnson and Cathleen McEwen, Staff Liaison, Betsey Hale, and Nikki Garshelis,
11 Business Development.

12
13 Guests: Mac Juneau from High Plains Arts Council and Kristine Koschke from Engaging Loveland
14

15 **CALL TO ORDER**

16 *Commission Chairman Harter called the meeting to order at 6:05p.m.*
17

18 **APPROVAL OF MINUTES**

19 *Commissioner Prawdzik made the motion to approve the April 7, 2011 meeting minutes with the*
20 *following adjustment:*

- 21 • *Page 1, Line36 & 37 Note that McKee and MCR are private organizations and cannot be*
22 *included in the video without their permission.*

23 *Commissioner Saffell seconded the motion and it passed unanimously.*
24

25 **PUBLIC COMMENT**

26 Mac Juneau of High Plains Arts Council shared his impressions of the grant review meeting held on April
27 7th:

- 28 • He was impressed by the meeting and thought it was very fair with the exception that
29 guests were not allowed to speak which made it very difficult when the Commissioners
30 had questions. Guests were not allowed to answer the questions. *The Commissioners*
31 *responded to Mac's comment by saying that if the grant process continued they would*
32 *probably tell applicants they could attend and answer questions if asked.*
- 33 • The Zoomgrants program was tough to work with as it slips into a "save phase" often and
34 freezes the information for a long time.
- 35 • The CMC should consider budgeting for legacy grants, grant applicants who will be
36 reapplying year after year. He suggested adding a question on the application if they plan
37 to reapply each year.
- 38 • Do not fund events requesting funds already in place.
39

40 The Commissioners thanked Mac for his valuable input and said they will take it all under consideration.
41

42 Kristine Koschke of Engaging Loveland said she has also had a difficult time with the Zoomgrants
43 program. She said one time she was even able to see the scoring system which is intended for viewing by
44 Commissioners and staff.
45

46 **CITY COUNCIL LIAISON REPORT**

47 *Council Liaison Cathleen McEwen reported that all grant recommendations were approved at the City*
48 *Council meeting on May 3rd. There was a discussion about the upcoming Marketing Plan and Toolbox*
49 *Creative. There will be an update on the marketing plan progress at the June 14 Study Session.*

50 *Councilor McEwen said the Mayor is concerned about how the process is going. Chairman Harter said he*

1 would be happy to meet with the Mayor to discuss his concerns. Betsey Hale suggested waiting until the
2 Study Session. Councilor McEwen said creating a “Talking Points” sheet like the one for the ACE
3 project for Council would be appreciated. There was a discussion about Councilors feedback about CMC
4 members having a conflict of interest when reviewing grants. The Commissioners discussed the conflict
5 of interest and agreed that if they moved forward with the grant process, they would address how to
6 handle the issue.

7
8 **NOCO LINK UPDATE**

9 *Commissioner Saffell* presented the completed “Foundries” segment video to the CMC. It was well
10 received and there was a discussion about getting it aired in as many places as possible (hotels, museum,
11 websites, Channel 16). Commissioner Saffell reported that the next videos would include:

- 12 • Trails
- 13 • Historic Places
- 14 • Chapungu Sculpture Park
- 15 • Loveland Lakes & Fishing
- 16 • Big Thompson Canyon

17 There was a discussion about McKee and MCR not being tourist attractions. Commissioner Prawdzik said
18 it is important to ensure the video segments foster a tourism focus.

- 19 •

20 **STAFF LIAISON REPORT**

- 21 • Betsey Hale reported that Toolbox is on track but has added interviews with visitors which may
22 delay the process somewhat. It will increase tourist feedback, she said.
- 23 • Betsey reported on the Visitor’s Center grant adjustment issue. The City’s Legal Dept. removed
24 the item from the City Council’s Agenda to review the original agreement, she said. The contract
25 says that the Chamber must run the Visitor’s Center but there is no explanation of what “run”
26 means. Legal said the City cannot pay for services they already paid for or implied in the
27 contract. The grant was appropriate because it was above and beyond what is called for in the
28 agreement, she explained. There was a discussion about the history of the Chamber and its
29 current situation. There was concern expressed over how the VC is closed during regular hours
30 and it was suggested that the hours of operation be removed from the door.
- 31 • Betsey presented the proposed budget for the Governor’s Tourism Conference. The
32 Commissioners reviewed the numbers and suggested some increases to items they believed were
33 too low. They also made recommendations on additional items and activities that can be included
34 in the event. Justin Erion, Judy Saffell, Rosemary Prawdzik and Linda Hughey volunteered as a
35 subcommittee to monitor the event’s progress.
36 *Commissioner Hughey made the motion to recommend to City Council the investment of up to*
37 *\$125,000 for the Governor’s Tourism Conference. The motion was seconded by Commissioner*
38 *Saffell and it passed unanimously.*
39 Betsey will take the revised budget back to the City Manager and to City Council for approval.
- 40 • Nikki Garshelis reported that she met with Carey Hosterman, Cindy Kenna and Marcie Erion last
41 week regarding the proposed Rocky Mountain Fine Arts Show. Carey and Cindy requested the
42 meeting with the CMC to present the show’s concept. Commissioners agreed to put the
43 presentation on the July agenda.

44 **COMMISSIONER TERM UPDATES**

- 45 • Commissioner Hughey has reapplied for her position on the CMC as her current term ends in
46 June.
- 47 • Alternate Commissioner, Justin Erion, will apply for Jeremy Elliott’s vacant seat which will be
48 open in June.
- 49 • Chairman Harter said he will remain on the CMC but would like someone else to be elected Chair
50 in July.

- 1 • It was suggested that there should be two alternate Commissioners. Betsey said she will check to
2 see if that is possible.

3 **NEXT GRANT CYCLE**

4 Chairman Harter reported that in light of the feedback the CMC was receiving about grants as well as the
5 current Strategic Marketing process that is underway, it seemed important to vote on whether the next
6 grant cycle should remain on the schedule. After some discussion, *Commissioner White made the motion*
7 *to suspend the next grant cycle indefinitely. Commissioner Hughey seconded the motion and it passed*
8 *unanimously.*

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10 **NEXT MEETING AGENDA**

- 11
12 • NoCo Link Update
13 • Toolbox Creative Update
14 • Visitor Center Grant Update
15 • Tourism Conference Update

16
17 **COMMISSIONER COMMENTS**

- 18 • Commissioner Saffell suggested that when someone is talking everyone waits until that person is
19 finished before they begin talking.

20
21 Adjourned 8:35p.m.