

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Meeting Summary**
4 **January 6, 2011**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, January 6, 2011
7 at 6:00 P.M. in the City Managers Conference Room of the Civic Center at 500 East Third Street,
8 Loveland, CO. Community Marketing Commissioners in attendance were: Tom Dwyer, Rich Harter,
9 Chair, Jeremy Elliott, Linda Hughey, Rosemary Prawdzik, Judy Saffell, Council Liaison Carol Johnson,
10 Staff Liaison Betsey Hale, and Nikki Garshelis, Business Development.

11
12 Guests: Mac Juneau from High Plains Arts Council, Kristine Koschke from Engaging Loveland
13

14 **CALL TO ORDER**

15 *Commission Chairman Harter* called the meeting to order at 6:02p.m.
16

17 **APPROVAL OF MINUTES**

18 Commissioner Prawdzik made the motion to approve the December 16, 2010 meeting minutes and
19 Commissioner Hughey seconded the motion and it passed unanimously.
20

21 **PUBLIC COMMENT**

22 Kristine Koschke from Engaging Loveland asked if there was a limit to the number of grants an
23 organization can submit during the next grant cycle. Commissioner Hughey said there were no limits, if
24 an organization submitted multiple grant applications they would be reviewed on a case by case basis.
25 After more discussion, Commissioner Hughey said the January 29th Grants Workshop should clarify the
26 process.
27

28 **CITY COUNCIL LIAISON REPORT**

29 Council Liaison Carol Johnson, reported that there will be a Jobs Development Program presentation at
30 the January 11th City Council Study Session. This is a fund to attract primary employers to Loveland, she
31 explained. The Council is also focusing their attention on attracting the ACE project (Aerospace and
32 Clean Energy Manufacturing and Innovation Center) to the Agilent property, she said. Betsey Hale gave
33 an overview of the project explaining that in December of 2010, the National Aeronautics and Space
34 Administration (NASA) signed an agreement with the Colorado Association of Manufacturing
35 Technologies (CAMT) to create an Aerospace and Clean Energy Manufacturing and Innovation Center in
36 Colorado. The Agilent property provides remarkable potential to house the manufacturing park, she said.
37 She offered the following information about the project:

- 38 • Staff is evaluating the details and creating a proposal for the project.
 - 39 • There will be a template for community partners to use to send out letters of support.
 - 40 • There are 60 companies interested in leasing within the park.
 - 41 • It is a very appealing project to technology and green energy companies because tenants will
42 collaborate, and share equipment and teams.
 - 43 • NASA adds to the credibility of the project.
 - 44 • Council has been very responsive and involved on every level.
- 45

46 **STAFF LIAISON REPORT**

47 Betsey Hale reported that the City Council was pleased with the Community Marketing Commission's
48 year end report. Staff is working with Toolbox Creative on their agreement which will be broken out in a
49 Phase I and Phase II contract. The Phase III and IV agreement will be separate after the first two phases

1 are completed, she explained. That will allow the Community Marketing Commission to assess the
2 progress made and make decisions on how to move forward, she said. There may be a contract by the
3 next meeting, she said. Betsey reported that CFAC is coordinating a review process of Capital
4 Expansion Fees (CEFs). Some of the commissioners will be asked to participate in the process, she said.
5

6 **THREE GRANT APPLICATIONS**

7 There was a discussion and agreement on combining the grant applications to save costs. Budget
8 questions were also discussed. Changing the grant limit of 35% was thought to be necessary by some of
9 the commissioners. Betsey Hale suggested the commission take the time to review and make changes to
10 the Process document. The change the commission agreed to make to the 35% rule was to add the
11 wording that they reserve the right to increase funding over the 35% rule. This would allow them to
12 remain flexible on certain projects. They agreed to create Post Project Reports on each application.
13 Commissioner Hughey volunteered to update the Events application, Commission Chair Harter will
14 create the Marketing application, Commissioner Prawdzik will update the Conference/Convention
15 application and add the budget portion and Commissioner Saffell will create the Post Project reports.
16

17 **GRANT WORKSHOP**

18 The commission decided that they would explain the grant application process and post grant reports at
19 the Saturday January 29 Grant Workshop. Geoff Hamilton of Zoomgrants will present the online process
20 to the attendees. Nikki Garshelis will create a power point draft and send it to Commissioners Hughey,
21 Saffell and Prawdzik for review and additions. Copies of all materials will be distributed. Nikki
22 Garshelis will send out the invitations and create and place an ad in the Reporter Herald.
23

24 **2011 WORK PLAN & BUDGET**

25 Betsey Hale explained that after a meeting with the City Manager she created a budget similar to the
26 Affordable Housing and Human Services budget. Staff support hours will be tracked and charged to the
27 budget, she explained. After some changes to the budget, Commissioner Hughey made the motion to
28 recommend the budget to City Council, it was seconded by Commissioner Dwyer and it passed
29 unanimously.
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31
32 Adjourned 8:20p.m.