

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

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, February 3, 2011 at 6:00
7 P.M. in the City Managers Conference Room of the Civic Center at 500 East Third Street, Loveland, CO.
8 Community Marketing Commissioners in attendance were: Tom Dwyer, Rich Harter, Chair, Jeremy Elliott, Linda
9 Hughey, Rosemary Prawdzik, Judy Saffell, Council Liaison Carol Johnson, Staff Liaison Betsey Hale, and Nikki
10 Garshelis, Business Development.

11
12 Guests: Janet Mount from NoCo Link; Mac Juneau from High Plains Arts Council; Kristine Koschke from
13 Engaging Loveland

14
15 **CALL TO ORDER**

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

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18 **APPROVAL OF MINUTES**

19 Commissioner Prawdzik made the motion to approve the January 6, 2011 meeting minutes and Commissioner
20 Hughey seconded the motion and it passed unanimously.

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22 **PUBLIC COMMENT**

23 Mac Juneau from High Plains Arts Council thanked the commission for holding the grants workshop on Saturday,
24 January 29th. He said he received indications from some of the commissioners that if he submitted a grant
25 application it would be approved. He cautioned the commission to be careful how they discuss grant approval. He
26 suggested that the commission start the grant cycle earlier. Commissioner Prawdzik explained that they had
27 rescheduled the first grant cycle from January to February this year due to time commitments of hiring a
28 consultant.

29 Kristine Koschke of Engaging Loveland also thanked the commission for the grants workshop on Saturday. She
30 said there was positive feedback from attendees who were pleased with the new opportunities.

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32 **CITY COUNCIL LIAISON REPORT**

33 Council Liaison Carol Johnson reported that the Lodging Tax budget passed at the last City Council meeting.
34 Second reading will be February 15. Councilor Johnson said there had been discussion by Council over how much
35 money is being spent on a consultant. She emphasized to the CMC that it is important to build consensus with the
36 Council. Betsey Hale added that there will be a built in schedule for the CMC to report the consultant's progress to
37 City Council.

38
39 **NOCO LINK**

40 The Community Marketing Commission watched two videos produced with grant funds by NoCo Link. Janice
41 Mount of NoCo Link reported that one of the videos will be aired on the Colorado Entertainment Channel on
42 Comcast every weekday morning at 8:30a.m. It can be accessed through Comcast "On Demand," as well, she said.
43 The video is combined with the Loveland, Fort Collins, Longmont and Greeley Chambers, she reported. Janice
44 said she will put the website and contact information at the end of each video. It was agreed to house the DVDs at
45 the library. The CMC suggested the videos should be shared with the Loveland Chamber, Engaging Loveland and
46 other entities to ensure a wide audience. There will be more videos produced and the commissioners discussed
47 how to increase distribution and measure impact. Other video subjects will include the Loveland sculpture
48 community, Devils Backbone, etc.

49
50 **POST PROJECT REPORT**

51 The commissioners discussed the post project report submitted for the Sculpture in the Dark event by Kristine
52 Koschke of Engaging Loveland. Commissioner Hughey said the report was very comprehensive and commended
53 Kristine for doing a great job on the event in such a short period of time. She also loved the snow sculpture with
54 the City's logo. Kristine said that she estimated that 4,000 people attended the event and two stores reported that

1 they had the highest sales ever during the event. Approximately 5% of the attendees were from outside Loveland,
2 she said. Her goal for bring in attendees from outside Loveland in 2011 is 15% and 20% for 2012. Commissioner
3 Prawdzik said she was blown away by the parade and the entire event.

4 5 **GRANT WORKSHOP**

6 Commissioner Hughey reported that over 30 citizens participated in the Saturday grants workshop. Betsey Hale
7 said that one of the attendees was concerned over how the funds were being used and if there was an appeals
8 process. His concerns were addressed by staff and commissioners during the workshop, she explained.

9 Commissioner Hughey said there was also concern expressed over the usage of the words “program, events and
10 projects” in the grant applications. The applications will be reviewed and changed to clarify what is being
11 requested by the commission, she said. Budget clarification will also be addressed, she said. Another attendee
12 asked about conflict of interests when commissioners had a personal or a businesses relationship with the grant
13 being reviewed. Commissioner Hughey said the commissioners will recuse themselves from the scoring and also
14 the discussion.

15 16 **STAFF LIAISON REPORT**

- 17 • *Betsey Hale* thanked Commission Chair Harter for attending the City’s Sustainability forums.
- 18 • *Nikki Garshelis* announced that the Boards & Commissions Summit would be held on March 2nd at
19 Marianna Butte from 5:00p.m. to 9:00p.m. She requested that two of the CMC member attend the
20 Summit. Commission Chair Harter and Commission Vice Chair Hughey agreed to attend. They will be
21 asked to provide an oral presentation on their 2010 Accomplishments and 2011 Goals. All Loveland
22 Boards and Commissions will send representatives and staff liaisons to participate in the summit which
23 will feature an update and activity on the Comprehensive Plan, Nikki explained.
- 24 • *Betsey Hale* reported that the interviews for new commissioners have been completed and the top three
25 candidates have been chosen. Betsey will announce the candidates once they have accepted the positions.
26 City Council will approve the new commissioners on the consent agenda at their February 15 meeting, she
27 said. Betsey reported that the City is reviewing staff liaison time. Staff is committed to many City
28 projects and commission meetings should be held once a month. More than one meeting per month should
29 only be under special circumstances, she said.
- 30 • *Betsey Hale* reported that she had been contacted by Colorado Co-op for regional ad buys. After some
31 discussion, the commission agreed that they would like to wait until after the strategic marketing plan was
32 complete before committing to the ad buys.
- 33 • *Nikki Garshelis* reported that she had been contacted by a board member of a group desiring an emergency
34 grant to allow them to hold their event in Loveland in October 2012. She said she instructed the group to
35 complete the application and submit it for review. She will forward the information to the commission
36 when she receives it.
- 37 • *Betsey Hale* reported that if the City Council approves the budget on second reading on February 15, the
38 contract can be completed with the consultant. She explained how the contract would be constructed with
39 Step One as the *Research and Development Phase* and Step Two as the *Activation Plan*. There was a
40 discussion about how the consultant would be scheduling their time to meet the projects deadlines and
41 reports due to City Council.

42 43 **NEXT MEETING AGENDA**

- 44 • Grant Cycle Update
- 45 • Post Project Report: Big Thunder Draft Horse Show
- 46 • Toolbox Creative Schedule

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48 Adjourned 8:06p.m.

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Special Meeting Summary**
4 **February 18, 2011**

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6 A special meeting of the Loveland Community Marketing Commission was held on Friday, February 18, 2011 at
7 3:30 P.M. in the Parks & Recreation Conference Room of the Civic Center at 500 East Third Street, Loveland, CO.
8 Community Marketing Commissioners in attendance were: Rich Harter, Chair, Jeremy Elliott, Linda Hughey,
9 Rosemary Prawdzik, Judy Saffell, and Nikki Garshelis, Business Development.

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11 Guests: Bill Burggraaf, National German Shepherd Dog Show grant applicant, via conference call

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13 **CALL TO ORDER**

14 *Commission Chairman Harter* called the meeting to order at 3:30p.m.

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16 **DISCUSSION OF GRANT APPLICATION**

17 Commission Chair Harter opened the meeting thanking Bill Burggraaf for agreeing to attend the meeting and
18 answer any questions regarding his emergency grant application. The grant was submitted to the CMC for
19 consideration outside the normal grant cycle. The board of the National German Shepherd Dog Club was
20 considering having their October 2012 event at The Ranch in Loveland or at the Purina Event Center near St.
21 Louis, Missouri, according to Mr. Burggraaf. The board had voted to hold the event in Missouri but, Mr.
22 Burggraaf said he believed they would hold it in Loveland if the cost of the venues were similar. Currently, the
23 cost at The Ranch is approximately \$18,000 to \$20,000 higher than at the Purina Center, he explained.

24
25 There was a lengthy discussion regarding the venue rental fees, tents, sod, show needs, hotel rooms, banquet needs
26 and economic impact in the Loveland community. Some of the issues discussed were:

- 27 • Comparison of bids. The CMC asked Mr. Burggraaf to submit the bid from The Ranch as they did not
- 28 have it.
- 29 • Discussion of why the show required sod.
- 30 • Number of hotel rooms per day and overall
- 31 • Number of show participants
- 32 • Receptions and dinners held during the event

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34 The commissioners asked Mr. Burggraaf to send them the fee sheet for The Ranch as well as a report that
35 compared the fees and services of the Purina Center and The Ranch. He agreed to send the documents the
36 following week. The commissioners decided to review the additional materials, contact the Ranch, past hotels
37 utilized by the 2007 show and talk to Embassy Suites prior to the March 3rd CMC meeting. At the March 3rd
38 meeting, the commissioners said they will vote to recommend or not recommend the grant application to City
39 Council.

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41 **NEXT MEETING AGENDA**

- 42 • Dog Show Grant Review and Vote
- 43 • Grant Cycle Update
- 44 • Post Project Report: Big Thunder Draft Horse Show
- 45 • Toolbox Creative Update
- 46 • NoCo Link

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48 Adjourned 4:37p.m.