

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.

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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.