

Community Marketing Commission Meeting Minutes
October 28, 2010

Board Members Present

Rich Harter _ Chair

Tom Dwyer, Jeremy Elliott, Ann Harroun, Rosemary Prawdzik

Also Present

Councilor Carol Johnson – Council Liaison

Assistant City Manager Rod Wensing – Staff Liaison

1. Call meeting to order – *Board member Harter*
2. Minutes 10/21/10
*Board member Dwyer moves to accept the amended minutes.
Board member Prawdzik seconds.
The motion passes unanimously.*
3. Liaison announcements
*Liaison Wensing informs the Commission that he left a message with the individual who had submitted the Loveland song.
Liaison Wensing informs the Commission that Betsey Hale will be transitioning as the primary staff liaison for the Commission.*
4. Loveland Wedding Planners
Manon Web and Steven Schaffer from the Loveland Wedding Planners discuss with the Commission some of their efforts for driving the wedding business to Loveland. They would like to see Loveland become the center for all wedding professionals encompassing all aspects of a wedding. The group would like to see Loveland as the Sweetheart Capital for weddings and keep as much of it as possible with local Loveland businesses. They are currently working on redoing their website to capitalize on their largest number of hits – “sweetheart wedding”. The Loveland Wedding Planners also informed the council that if a marriage license is obtained in Loveland, CO it has “Sweetheart City” on the license.
5. Initial RFP review
General discussion on the received RFP’s and some concern expressed over the quality of most of the proposals. Nothing decided at this point and the Commission will continue this at its next meeting.
6. Set next agenda
*Regular meeting with public comment
RFP review
Discussion on upcoming grant cycle
Work timeline*
7. Commission announcements
Happy Birthday to board member Harter.

To promote tourism, conventions and related activities within Loveland, Colorado.

8. Adjourn

Board member Harter moves to adjourn.

Board member Dwyer seconds.

The motion passes unanimously.