

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Special Meeting Summary**
4 **June 16, 2011**

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6 A special meeting of the Loveland Community Marketing Commission was held on Thursday, June 16,
7 2011 at 6:00 P.M. in the Parks & Recreation Conference Room of the Civic Center at 500 East Third
8 Street, Loveland, CO. Community Marketing Commissioners in attendance were: Chair, Rich Harter,
9 Vice Chair, Linda Hughey, Judy Saffell and Tom Dwyer. Also attending were Council Liaisons, Carol
10 Johnson and Cathleen McEwen; Councilor Joan Shaffer; Staff Liaison, Betsey Hale; Business Services
11 Coordinator, Nikki Garshelis; Assistant City Manager, Rod Wensing.

12
13 Guests: Dawn Putney from Toolbox Creative, Brian Willms from the Loveland Chamber of Commerce
14 and Kristine Koschke from Engaging Loveland and Christine Kapperman from the Reporter Herald.

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16 **CALL TO ORDER**

17 *Commission Chairman Harter called the meeting to order at 6:01p.m.*

18
19 **APPROVAL OF MINUTES**

20 *Commissioner Hughey made the motion to approve the May 5, 2011 meeting minutes, Commissioner*
21 *Saffell seconded the motion and it passed unanimously.*

22
23 **PUBLIC COMMENT**

24 None

25
26 **CITY COUNCIL LIAISON REPORT**

27 *Council Liaison Carol Johnson reported that the commissioner interviews were complete and the*
28 *recommendation to City Council would be made to reappoint Linda Hughey and appoint Justin Erion to*
29 *the Commission. The Commission asked that a posting for an alternate be initiated. Nikki Garshelis said*
30 *she had already given the information to the City Manager's office for posting.*

31
32 **NOCO LINK UPDATE**

33 *Commissioner Saffell reported that she met with Janice Mount and others regarding the additional video*
34 *subjects. Ideas suggested were:*

- 35 1. Downtown and New Projects
- 36 2. Events (separate or by season)
- 37 3. The Ranch and Events Center
- 38 4. Brewery's, Distilleries & Wineries
- 39 5. Shopping in Loveland
- 40 6. Things for Kids to Do
- 41 7. Golf & Spas

42 *Commissioner Saffell asked each Commissioner to email her in the next few days what they would like as*
43 *a video segment so she can get back to Janice.*

44
45 **GRANT APPLICATION**

46 *Commission Chair Harter explained that the Loveland Performing Arts Association submitted their grant*
47 *application online in March 2011. It was not listed on the final grant review score sheet and it was unclear*
48 *if it was not properly submitted or if the online program failed. In any case, the CMC was unable to score*
49 *it and vote on it. Recently, the applicant came forward to check on the grant's status. It was determined*
50 *that it would be fair to review, score and vote on it. After some discussion a vote was held and the results*

1 were 3-1 with Commissioner Hughey voted in favor of recommendation. Three votes against were the
2 majority.
3

4 **STAFF LIAISON REPORT**

- 5 • Betsey Hale reported that she presented the budget for the Governor’s Tourism Conference to the
6 City Manager and he suggested that they reduce it before it is taken to City Council. A meeting
7 with the Subcommittee will be set up and a budget will be determined based upon what they think
8 is the best way to market Loveland to the attendees. A funding request recommendation will go
9 before City Council. Councilor Johnson said she spoke to Don Marostica and he said spending
10 \$100,000 on these events is not uncommon.
- 11 • Brian Willms of the Chamber reported that the temporary manager of the Visitor’s Center will be
12 starting on Monday and will continue through October 15. The contracts allow for the Chamber
13 to provide the service without violation of the lease, he explained. He thanked Betsey and Rod
14 for their help with this issue.
15

16 **MARKETING STRATEGY/BRANDING RESEARCH PRESENTATION**

17 Dawn Putney gave a power point presentation of the *Preliminary Report on Research and Development,*
18 *and Activation Plan Branding Project, Phase I* (See attached).

19 Discussion by the Commission after the presentation included:

- 20 • The criteria for evaluating the grants is incorrect. Dawn will make the correction.
- 21 • Focus should be on how to draw visitors into Loveland. Currently they often go to Fort Collins.
- 22 • Kiosks with information should be in strategic places, not just the Visitor’s Center.
- 23 • There should be a connection between Centerra and downtown.
- 24 • Don’t forget 402 as a major artery into Loveland.
- 25 • A DMO is important.
- 26 • Transportation can be very costly and there is no quick fix.
- 27 • Signage and wayfinding is critical.
- 28 • A grant program may not be the way to go.
- 29 • The grant program was initiated from a City Council memo giving the CMC direction.
- 30 • Add May is Historic Preservation Month as an event.
- 31 • June 28 Study Session to City Council is scheduled.
- 32 • Another update in August.
- 33 • Need timeline and budget in September.
34

35 **NEXT MEETING AGENDA**

- 36 • Officer Elections
- 37 • NoCo Link Update
- 38 • Toolbox Creative Update
- 39 • Rocky Mountain Art Show
- 40 • Tourism Conference Update
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42 **COMMISSIONER COMMENTS**

43 None

44
45 Adjourned 7:57p.m.