

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Special Meeting Summary**
4 **June 30, 2011**

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6 A special meeting of the Loveland Community Marketing Commission was held on Thursday, June 30,
7 2011 at 4:00 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: Vice Chair, Linda Hughey,
9 Judy Saffell, Rosemary Prawdzik, Justin Erion and Tom Dwyer. Also attending were Council Liaisons,
10 Carol Johnson; Staff Liaison, Betsey Hale and Business Services Coordinator, Nikki Garshelis.

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12 **CALL TO ORDER**

13 *Commission Vice Chair Hughey* called the meeting to order at 4:10p.m.
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15 **LOVELAND’S PARTICIPATION IN GOVERNOR’S TOURISM CONFERENCE**

16 After a discussion at the *June 30 Special CMC Meeting* commissioners voted 5-0 to recommend
17 a request of \$65,000 to City Council to fund events and marketing for the September 21-23, 2011
18 Governor’s Tourism Conference.

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20 The favored Thursday evening event was a bus tour with a longer stop at Benson Sculpture Park
21 for hors d’oeuvres and drinks. The recommendation to Council will include enough flexibility
22 with the funds to allow organizers to adjust the event and marketing materials to produce the best
23 return on investment.

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25 The item will be on the July 19th City Council agenda. A subcommittee meeting will be
26 scheduled as soon as possible.

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29 Adjourned 4:55p.m.