

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Special Meeting Summary**
4 **July 14, 2011**

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6 A special meeting of the Loveland Community Marketing Commission was held on Thursday, July 14, 2011
7 at 6:00 P.M. in the City Managers Conference Room of the Civic Center at 500 East Third Street, Loveland,
8 CO. Community Marketing Commissioners in attendance were: Vice Chair, Linda Hughey, Judy Saffell,
9 Rosemary Prawdzik, Justin Erion and Leslie White Also attending were Council Liaisons, Carol Johnson
10 and Cathleen McEwen; Staff Liaison, Betsey Hale and Business Services Coordinator, Nikki Garshelis.

11
12 **CALL TO ORDER**

13 *Commission Vice Chair Hughey called the meeting to order at 6:00p.m.*
14

15 **PUBLIC COMMENTS**

16 *Mac Juneau* from High Plains Arts Council asked where his grant check was. Nikki Garshelis said she
17 would call the Accounting Department the next morning to make sure they send it out. She apologized for
18 the delay. *Carey Hosterman* from Hosterman Arts and Rocky Mountain Bronze Shop introduced himself
19 and his background. He will be presenting an overview of the Rocky Mountain Art Show to the CMC at
20 their October meeting. *Madeline Novey* of the Loveland Reporter Herald introduced herself.
21

22 **CITY COUNCIL LIAISON REPORT**

23 Council Liaison, Carol Johnson, reported that, after a thorough review by the City's legal department, it was
24 determined that the funds for the marketing and events associated with the Governor's Tourism Conference
25 would not have to go to City Council for approval. Betsey Hale added that the City Manager will be
26 updating the City Council on this item via staff report.
27

28 **GRANT APPLICATION- ANNUAL MAGIC IN THE ROCKIES CONVENTION**

29 *Vice Chair Hughey* asked the Commission if they would like to discuss the issue of allowing applicants to be
30 allowed to answer questions of the CMC. There was difficulty during previous grant review meetings where
31 the Commission were not able to ask questions to the applicants due to the process rules. After a discussion,
32 Commissioner Erion made the motion to amend the grant process to allow for Commissioners to ask
33 applicants questions and for the applicants to respond to their questions. The motion was seconded by
34 Commissioner Saffell and it passed 4-1 with Commissioner Prawdzik voting against.
35

36 *Lew Wymisner*, the applicant of the Magic in the Rockies Convention, was asked to introduce himself. Mr.
37 Wymisner reported he was the Assistant Director and Enterprise Zone Administrator for Larimer County
38 Workforce Center and a member of The Presto-Digitators, a division of the International Brotherhood of
39 Magicians. He explained that the conference has been held for many years in Fort Collins and they are
40 considering the move to Embassy Suites in Loveland in 2012, hence the request for grant funding.
41

42 The Commissioners discussed the application, their scores, the economic impact of the event and asked Mr.
43 Wymisner questions pertaining to the conference details.
44

45 *Commissioner Saffell made the motion to recommend the the Magic in the Rockies grant application to City*
46 *Council with a second by Commissioner Erion. The motion passed 4-1 with Commissioner Prawdzik voting*
47 *against.*
48

49 After a discussion about how much funding to recommend to Council;
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51 *Commissioner Erion made the motion to recommend \$10,000 with a second from Commissioner Saffell and*
52 *it passed 3-2 with Commissioners White and Prawdzik voting against.*
53
54
55

1 **COMMISSIONER CHAIR RESIGNATION/POSTING**

2 *Vice Chair Hughey* reported the resignation of Rich Harter and said she greatly appreciated his service to the
3 Commission. The rest of the Commissioners agreed. The Commission posting and an alternate will be open
4 until August 5th.

5
6 **CHAIR/VICE CHAIR ELECTIONS**

7 Betsey Hale reviewed the rules of the elections of Chair and Vice Chair. Commissioner Prawdzik nominated
8 Commissioner White as Chair and Commissioner Saffell nominated Commissioner Hughey. Commissioners
9 Hughey and White gave short discourses on their backgrounds and their commitment to the CMC.

10
11 *Commissioner Hughey was voted in as Chair of the Commission with a 3-2 vote.*

12
13 Commissioner Prawdzik nominated Commissioner White and Commissioner Hughey nominated
14 Commissioner Saffell as Vice Chair. After short talks about their qualifications a vote was taken.

15
16 *Commission Saffell was voted in as Vice Chair with a 3-2 vote.*

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18 **NOCO LINK UPDATE**

19 *Commission Vice Chair Saffell* reported that Janice Mount was working on the event video. She will be
20 incorporating stills from the Loveland 365 book to enhance the video. Janice will also be utilizing footage
21 from previously made videos to control expenses, Saffell said. Additional suggestions are welcome and
22 should be directed to Commission Vice Chair Saffell.

23
24 **STAFF LIAISON REPORT**

- 25
- 26 • Betsey Hale reported that there will be a joint meeting with City Council to hear Toolbox’s final
27 report on September 27 at 6:30p.m. in the City Council Chambers. There will not be the regular
28 CMC meeting in the month of September, she said.
 - 29 • Staff has attended recent sessions of Boards & Commissions training. Some of the issues addressed
30 were:
 - 31 ○ Commissions are advisory to City Council.
 - 32 ○ Conflicts of Interest should be avoided.
 - 33 ○ Staff does the research, reporting and day to day work (i.e. Coordinate the Governor’s
34 Tourism Conference).
 - 35 ○ Commissions should adopt a professional code of conduct.
 - 36 • There was a discussion regarding hotels being full in the summer and the survey Corona Insights has
37 asked the hotels to administer to their guests. Commissioner White said the form is too long and
38 guests do not want to take the time to fill it out.
 - 39 • Governor’s Tourism Conference Update. Betsey Hale updated the CMC on the following progress:
 - 40 ○ Engaging Loveland will provide the volunteers.
 - 41 ○ Staff will coordinate the tours, marketing, etc.
 - 42 ○ CMC members will be asked to volunteer their time as hosts.

43 **COMMISSIONER COMMENTS**

- 44 • *Commission Chair Hughey* asked the Commission if they would like to purchase more *Loveland 365*
45 books. After a short discussion the Commission decided not to purchase more books at this time.
- 46 • *Commissioner Erion* asked if the CMC was interested in bringing in Youth Triple USA for an April
47 Tournament. There was a discussion about how sports events impacted Loveland.

48 **NEXT MEETING AGENDA-August 4, 2011 (Possible Items)**

- 49 • B&C Training by City Manager
- 50 • *Commission Chair Hughey* will be absent and Vice Chair Saffell will chair the August meeting.
- 51 • Comprehensive Plan Update
- 52 • Visitor Center Manager Update

53
54 Adjourned 7:55p.m.