

**COMMUNITY MARKETING COMMISSION MEETING  
REGULAR AGENDA  
WEDNESDAY, OCTOBER 19, 2011 6:00 PM  
500 EAST THIRD STREET  
COUNCIL CHAMBERS**

**THE CITY OF LOVELAND DOES NOT DISCRIMINATE ON THE BASIS OF DISABILITY, RACE, CREED, COLOR, SEX, SEXUAL ORIENTATION, RELIGION, AGE, NATIONAL ORIGIN OR ANCESTRY IN THE PROVISION OF SERVICES. FOR DISABLED PERSONS NEEDING REASONABLE ACCOMODATIONS TO ATTEND OR PARTICIPATE IN A CITY SERVICE OR PROGRAM, CALL 962-2396 OR TDD 962-0000 AS FAR IN ADVANCE AS POSSIBLE.**

**I. CALL TO ORDER & ROLL CALL**

**II. APPROVAL OF MINUTES**

- a. July Minutes

**III. PUBLIC COMMENT**

**IV. REPORTS – See written reports in packet**

- a. City Council Liaison Report
- b. Staff Liaison Report
  - i. Financial Report
  - ii. 2011 Work Plan
  - iii. Office of Creative Sector Update
- c. Post Project Reports
  - i. High Plains Arts Council/Denver Marketing
  - ii. Loveland Sculpture Invitational Marketing Campaign
  - iii. Sweetheart Balloon Rally
- d. Governor's Tourism Conference (see staff report)
- e. Historic Walking Tour Brochure (to be handed out at meeting)
- f. NoCo Link Update

**V. DISCUSSION and ACTION Items**

- a. Meeting date, time and location change (need a motion to recommend)
- b. Roles and Organization (Bill Cahill)
- c. 2012 Budget and Process (Bill Cahill)
  - Destination Loveland Strategic Plan and 2012 Budget (need a motion to recommend)
    - Visitor Center: Interim solution
    - Hiring of Staff: Process and Timing (need a motion to recommend)
    - Feb Fest Activation for February 2012 (need a motion for 2011 and 2012 funding)
    - Tourism Brand Assessment: Next Steps (need direction)

**VI. ADJOURNMENT**

*Next meeting date:  
Wednesday, November 16, 2011 from 6:00-8:00pm  
City Council Chambers*