

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Meeting Summary**
4 **December 2, 2010**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, December 2, 2010 at 6:00
7 P.M. in the City Manager's Conference Room of the Civic Center at 500 East Third Street, Loveland, CO.
8 Community Marketing Commissioners in attendance were: Tom Dwyer, Ann Harroun, Rich Harter, Chair, Jeremy
9 Elliott, Linda Hughey, Rosemary Prawdzik, Judy Saffell and Rod Wensing, Assistant City Manager.

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11 **CALL TO ORDER**

12 *Commission Chairman Harter* called the meeting to order at 6:00p.m.

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14 **APPROVAL OF MINUTES**

15 November 18 and November 20 minutes were approved by all commissioners.

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17 **RESIGNATION**

18 *Commissioner Harroun* announced her resignation from the Community Marketing Commission effective the end
19 of 2010. She said she plans to attend to other opportunities and interests. The Commission discussed that Bob
20 Torson was the next alternate to join the Commission. Commission Chair Harter said that if Bob Torson does not
21 choose to be a part of the CMC, interviews will have to be held.

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23 **PUBLIC COMMENTS**

24 *Mac Juneau* from High Plains Arts Council thanked the CMC for including him in the recent presentations for the
25 RFP Strategic Marketing/Branding process. In the beginning he supported continuing the grant cycle as scheduled
26 but, after some reading about branding and marketing, he changed his mind. The branding process is much more
27 complicated than he thought and the new consultant will require a lot of time, staff work and funds, he explained.
28 Therefore, postponing the grant cycle is the best decision for the community, he said. Some event planners see the
29 lodging tax as free money, he said, which is unfortunate, but true. The branding process will provide a solid
30 foundation for marketing Loveland, he added. The CMC should consider this process as its top priority and put all
31 their resources into it before granting funds for events, he suggested. Commissioners said they agreed with what
32 Mac suggested but they believed that it is still necessary to get the money out into the community. Also, the grants
33 that will come in after the branding process will more than likely be the same grant applications that will come in
34 before the process, they reasoned.

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36 **CITY COUNCIL & STAFF UPDATE**

37 No Council or Staff update.

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39 **REOPEN SPECIAL MEETING**

- 40
 - *Review References of Toolbox and Lightsource*

41 It was agreed by all Commissioners that both Toolbox and Lightsource had great references.
42 Commission Chair Harter said he was impressed with the community engagement experience of
43 Toolbox. Commissioner Hughey expressed her concern that Lightsource did not present their
44 experience or provide a reference about their community and stakeholder experience. It is important
45 for the community stakeholders to be fully engaged in the process, she explained. Toolbox has the
46 experience and the references, she said. Commission Chair Harter suggested that they discuss this
47 with Lightsource at the Dec 16 meeting. Commissioner Prawdzik said she liked the proposed amount
48 of research that Toolbox presented.

- 49
 - *Invitation List for Presentations/Next Steps*

50 The Commission agreed that since it is an open meeting, anyone may attend this meeting but
51 participation would be between the CMC and the presenters. Stakeholders could be invited but they
52 already provided their input at the November meeting.

1 • *Questions for Dec 16 Presentations*

2 The Commission discussed ideas for questions to ask the firms at the December 16 meeting.
3 Commission Chair Harter and Commissioner Hughey agreed to compile and type up the questions and
4 email them out to the commission to review.
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6 **BUDGET WORKSHEET FOR COMPARISON**

7 The Commission discussed the most effective way to compare the firm's budgets and agreed that they would
8 prepare a template for both firms to complete. This would allow for an "apples to apples" comparison.
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10 **DECISION ON DELAYING THE FIRST ROUND OF GRANTS IN 2011**

11 After a lengthy discussion regarding the pros and cons of delaying the first grant cycle, Commissioner Hughey
12 moved to delay the first round of grants in 2011 to the fall with the exception of special requests and it was
13 seconded by Commissioner Dwyer. It failed 2-5 with Commissioners Hughey and Harroun voting in favor of
14 the delay.
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18 Adjourned 7:47p.m.