

**COMMUNITY MARKETING COMMISSION MEETING  
REGULAR AGENDA  
WEDNESDAY, NOVEMBER 16, 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. October Minutes

**III. PUBLIC COMMENT :**

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

- a. City Council Liaison Report
- b. Staff Liaison Report
  - i. Financial Report
  - ii. Staff Report
    - o Visitor Center update
    - o It's a Wonderful Life Car Proposal

**V. DISCUSSION and ACTION Items**

- o Events: Commission needs to discuss the various models for funding community events and destination events
- o Branding next steps

**VI. NEW BUSINESS**

- a. Next Agenda – December 21

**VII. ADJOURNMENT**

*Next meeting date:  
Wednesday, December 21, 2011 from 6:00-8:00pm  
City Council Chambers*