

CALL TO ORDER Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:01 PM.

ROLL CALL Roll was called and the following responded: Dwyer, McKinney, White, Saffell, Hughey, Erion, Albers, and Bush. Commissioner Prawdnik was absent.

MINUTES Minutes for the July 14, 2011 Special Meeting were approved.

PUBLIC COMMENT Brian Wilms from the Loveland Chamber of Commerce introduced the new Visitors Center Manager, Joanne Lah.

Keith Smith, of Johnstown, recommended a new idea for new tourism. He is the owner of the car from the movie, A Wonderful Life, and would like to discuss potential marketing options with the Commission at a later date.

Mack Juno commented on the improvement of the City website which now includes agendas and minutes. Also commented on the City's grant process or lack thereof and would like to see a fair playing field.

Betsey Hale introduced Dawn Wirth as the new Business Services Coordinator for the Economic Development Department. Dawn will also be the new secretary to the commission.

REPORTS

Governors Tourism Conference

This is an information only item. No action is required. Commission will receive detailed line item report at the next meeting and (she) was sorry she was unable to attend.

Historic Walking Tour Brochure

This is an information only item. No action is required. Brochure was available and well received during the Governors Tourism Conference.

DISCUSSION & ACTION ITEMS

NoCo Link

Chair Hughey gave a brief report of the grant to NoCo Link to produce 8 segment recordings that are posted on the City's website, YouTube and other media outlets. The grant was for eight segments and three have been completed.

Janice Mount requested direction as to the topics for the remaining five segments. After much discussion a motion was made to have the remaining segments be: Breweries, Distilleries, and Wineries; Ranch Event Center including Hotels and Conventions; two segments as Events by Season; and Downtown, Hearts and Public Art. Motion was seconded by Commissioner McKinney and approved unanimously.

Chair Hughey opened the floor for public comment of this item.

Sheila Carasco, Loveland resident, spoke in opposition.

Chair Hughey closed the floor for public comment of this item.

Meeting Date, Time & Location Change

Staff requested a motion to change the regular meeting date and location to the third Wednesday of the month to accommodate the use of the Council Chambers. Motion was made by Commission Dwyer to approve moving the meeting date to the third Wednesday of the month from 6 PM to 8 PM in the Council Chambers. Motion was seconded by Commissioner White and approved unanimously.

Commissioner Update

Chair Hughey announced that Commissioner Prawdzik resigned this afternoon from the Commission. Chair Hughey thanked Commissioner Prawdzik's service to the Commission and her time and effort was greatly appreciated.

Motion was made by Vice Chair Saffell to recommend City Council appoint Commissioner Albers as a commission member with the term through June 2012. Motion was seconded by Commissioner Erion and approved unanimously. Recommendation will be taken to City Council on November 1st for final appointment.

Roles & Organization

City Manager Bill Cahill gave a presentation regarding the roles and duties for commissions and staff. He continued by giving specific roles and duties of the Commission. A brief discussion ensued but no action was requested or taken.

2012 Budget Process

City Manager Bill Cahill presented the basics on governmental budgeting and accounting. He explained how Lodging Tax is in a separate fund on its own, but regardless of where it is or what fund it is in, it must be spent for its legal purpose. A brief discussion ensued but no action was requested or taken.

Destination Loveland Strategic Plan

Betsey Hale gave a brief history of the creation of the draft Strategic Plan. She commended the Commission for hiring the marketing firm, Toolbox, to create a recommendation on the next steps and the Strategic Plan.

After a lengthy discussion, Commissioner Erion motioned to recommend Council approve the Strategic and Implementation Plan with the additional goal to continue the effort to develop the Loveland brand which will be used to market Loveland. Motion was seconded by Commissioner McKinney and approved unanimously.

Allocation of Lodging Tax Resources

Betsey Hale gave a brief presentation of staff's recommendation for allocation of the lodging tax resources. Commission discussed the recommendations as well as the current status and future for the Visitor Center.

Chair Hughey opened the floor for public comment.

Laurel Benson, Visitor Center Volunteer, spoke in favor of the Visitor Center.

Sheila Carasco, Loveland resident, spoke in opposition of the resource allocation.

Chair Hughey closed the floor for public comment.

Motion was made by Commission Saffel to recommend City Council adopt an ordinance on 1st and 2nd reading which budgets, appropriates, and authorizes the spending of Lodging funds in 2012. Motion was seconded by Commissioner McKinney and approved unanimously.

Next discussion was regarding the hiring of a Visitor Services Coordinator. Motion was made by Commission Dwyer to recommend City Council to direct staff to commence in the hiring process of a Visitor Services Coordinator. Motion was seconded by Commissioner Saffel and motion passed unanimously.

Visitor Center

Betsey Hale gave a brief update on the Visitor Center operations and the transition plan.

Motion was made by Commission McKinney to recommend City Council budget, appropriate and spend Community Marketing Commission funds for operations of the Visitor Center for the remainder of 2011. Seconded by Commissioner Saffel and motion passed unanimously.

State of Colorado 2012 Tourism Guide

Betsey Hale stated that the State of Colorado produces an annual Tourism Guide and the deadline for the 2012 guide is October 31st. The State has offered the City the inside back cover for \$15,000 that normally costs \$22,000 which includes a virtual guide. She stated to be included on the State website is an additional \$1,975 for a grand total of \$16,975. Discussion ensued on the benefits of the listing in the tourism guide.

Chair Hughey opened the floor for public comment.

Joanne Lah, Visitor Center Manager, spoke in favor of the guide.

Chair Hughey closed the floor for public comment.

Commissioner Erion made a motion to pay \$16,975 from 2012 funds. Motion was amended to spend UP TO \$16,975. Motion was seconded by Commissioner McKinney and passed unanimously.

Feb Fest

Marcie Erion gave a brief overview of the proposed Feb Fest community event and some additional Destination Loveland events. Commission discussed the possible options then decided to table the item for a future commission meeting.

Tourism Branding Assessment

Betsey Hale requested Commission to think about next steps for the branding assessment and stated that a full presentation will be made at the next meeting.

ADJOURNMENT

Having no further business to come before the Commission, the October 19, 2011 Regular Meeting was adjourned at 10:39 p.m.