

**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: McKinney, Saffell, Hughey, and Albers. Erion, White, and Bush were absent. Dwyer arrived after roll call.

**MINUTES** Minutes for the October 19, 2011 Regular Meeting were approved as amended.

**PUBLIC COMMENT** No public comment.

## **REPORTS**

### **Council Liaison Report**

Councilor McEwen gave a brief update on the Council Meeting from last night. She stated all of the recommendations made by this commission last month were approved by Council including the hiring of the Visitor's Services Coordinator and the 2012 Lodging Tax Budget.

### **Staff Liaison Report**

This is an information only item. No action is required. Betsey Hale gave a brief overview of the current Lodging Tax budget.

Economic Development Director Betsey Hale mentioned a few new additions to the commissioners' handbooks. She specifically explained the new meeting calendar and proposed agenda topics for those upcoming meetings.

Director Hale gave a brief update on the status of the post project reports. The Commission will receive those reports at the next regular meeting.

Director Hale announced the Visitor Services Coordinator job description is complete and will be posted for applications this Friday on the City's website and will close December 5<sup>th</sup>. In order to go through the amount of applications expected and the extensive hiring process, the

### **NoCo Link**

Vice Chair Saffell gave a brief status report of the NoCo Link segment recordings. The remaining segments are in process and the project is scheduled to be completed by the end of the year.

## **DISCUSSION & ACTION ITEMS**

### **Events**

Director Hale gave a brief overview of a presentation and reviewed some specific language from the Destination Loveland Strategic Plan and the Activation Plan.

She reviewed the consultant's recommendations that were included in their July report. She continued with the review of Loveland Activation Strategy and the recommendation highlights from that report.

Director Hale explained Council's concern about spending CMC funds on administrative costs or "hiring staff to do the work" instead of hiring an outside agencies. Council also stated they did not to do grants either. Discussion ensued regarding the grant process.

She explained using the guidelines the consultants provided to assist with distribution of these funds. She requested feedback on direction from the Commission regarding the granting program. Discussion ensued regarding the pros and cons of the grants and whether to continue the program.

Director Hale asked to table this item and discuss the consultant's recommendation to work with Engaging Loveland. Discussion continued regarding Engaging Loveland. Chair Hughey would like to hear from both Engaging Loveland and the Office of Creative Sector Development at next month's meeting regarding events for 2012.

Commission agreed to have both Engaging Loveland and Office of Creative Sector Development present proposals, budget and specific plans at next month's meeting utilizing the Destination Loveland Strategy Plan and its criteria.

Director Hale continued with the next direction request as does the commission want to consider soliciting proposals from the private sector, public sector or the non-profits for destination events. Discussion ensued. Commission agreed to wait to consider this option until after the Visitor Services Coordinator is hired.

Director Hale asked to change a line item name in the 2012 Budget from New Events and Annual Events and combine to Events and combine the total budget amount to \$105,000. Commission agreed to make that budget change.

### **Tourism Branding Assessment**

Director Hale gave a bit of background information on the Toolbox consultant branding estimate and what was included in that. She requested that the commission postpone this item until January due to recent City Council concerns mentioned last night. Discussion continued with the differences between branding, logos, marketing, etc. Commission agreed to move this discussion to the January meeting.

### **NEW BUSINESS**

#### **Next Agenda**

Director Hale will have additional information for the next meeting regarding the detail budget for the Visitor Center.

Director Hale also asked if the commission would like to have a holiday dinner prior to the meeting next month. Commission all happily agreed and a dinner will be provided at 5:00 p.m. prior to the meeting.

### **ADJOURNMENT**

Having no further business to come before the Commission, the November 16, 2011 Regular Meeting was adjourned at 7:47 p.m.