

**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, Saffell, Hughey, Erion, and Albers. White and Bush arrived after roll call.

**MINUTES** Minutes for the November 16, 2011 Regular Meeting were approved as amended.

**PUBLIC COMMENT** No public comment.

**REPORTS**  
**Staff Liaison Report**

These are information only items. No action is required.

Economic Development Director Betsey Hale gave a brief update on the status of the Visitor Services Coordinator hiring process.

Director Hale also gave a brief overview of the current Lodging Tax budget.

**DISCUSSION ITEMS**  
**Visitors Center**

Joanne Lau, Visitors Center Manager gave brief update on the status of the Visitors Center.

**ACTION ITEMS**  
**Engaging Loveland/ Office of Creative Sector Event Presentation**

Kristine Koschke gave a brief history on Engaging Loveland and their goals. She presented a summary of the 2012 calendar of community events Engaging Loveland plans to host.

Marcie Erion, Economic Development Specialist with the Office of Creative Sector Development gave a brief presentation of the community events her office is proposing for 2012, as did Kristine Koschke with Engaging Loveland.

Ms. Koschke and Ms. Erion presented a proposed 2012 calendar of joint events that would create new events as well as enhancing current events. The presentation gave a specific schedule for a "Fall In Loveland" event beginning October 10 through October 14 that would enhance a current event known as the "Loveland Art Tour" with an addition of a film festival.

Ms. Erion gave a brief synopsis of the proposal for "Fall In Love" event scheduled for February 2013. Engaging Loveland would like to move the current "Sculpture in the Dark" event to February instead of November since it has been difficult to make snow that early in the winter season. She is proposing adding different events in November and December.

The commission discussed the presentation and all agreed the proposals were in alignment with the Strategic Plan and both offices should move forward with these events. The commission would like progress reports and updates monthly on these events.

### **Loveland Arts TAG**

Ms. Erion announced that the Office of Creative Sector Development will be launching a Loveland Tag used by smart phones to link to a website promoting Loveland. The OCSD is working with the post office to see if the Tag can be put on the outgoing Valentine's. She will give a presentation of the TAG at next month's meeting.

### **NoCo Link**

Commissioner Saffell gave a brief update on the NoCo links. Currently, there is only one segment left to be recorded. A new brewery is under construction right now but would like to be included in the Breweries and Distilleries segment. They have requested a delay in the segment until they are open for business. Discussion ensued on a possible January deadline for the completion of the segment.

### **NEW BUSINESS** **Next Agenda**

Director Hale stated the next meeting is scheduled for January 18, 2012 with discussion topics of Branding and Staffing.

Ms. Erion will present the release of the TAG and the associated website.

### **ADJOURNMENT**

Having no further business to come before the Commission, the December 21, 2011 Regular Meeting was adjourned at 7:50 p.m.