

CALL TO ORDER Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM.

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

MINUTES Minutes for the December 21, 2011 Regular Meeting were approved as submitted.

PUBLIC COMMENT No public comment.

STAFF LIAISON REPORTS

Financial Report

This is an information only item. No action is required.

Economic Development Director Betsey Hale gave a brief update on the Lodging Tax Report. She explained the numbers are not final numbers since the 13th month has not closed yet due to the end of year audit. Question was asked regarding the target reserve amount. Director Hale explained the original number was 5%. Discussion ensued on the possibility of raising that amount. Director Hale explained that this can be reviewed and possibility changed in March during the budget discussion.

Staff Report

Director Hale updated the commission on the concern that was raised by a council member that a specific event did not receive a grant from this commission. She explained she prepared a memo to send to Council to explain the reasons behind the termination of the grant program. Discussion continued regarding the concerns with this specific event and different funding sources.

Director Hale announced that the Boards & Commission Annual Summit is scheduled for March 3rd at 6PM. She requested that two commission members attend. Commissioners Saffell and McKinney will attend for the commission.

Director Hale gave a brief update on the Visitor Services Coordinator status. Fifteen selected applicants submitted branding projects. From there, 6 finalists were selected to give a mock presentation and panel interviews January 20th and 23rd. Target start date is March 1st.

She announced that Chris Lombardi has been working with Marcie Erion for Loveland's demographics and his company put together to market Loveland.

DISCUSSION ITEMS

Loveland Tag

Marcie Erion, Economic Development Specialist with the Office of Creative Sector Development (OCSD), announced the launch of the Office of Creative Sector Development website. She also introduced the new Loveland Tag. She presented both sites.

Ms. Erion explained the benefits of a Microsoft Tag versus other QR tags. She described the other informational items that can be tracked as well. Commission asked questions regarding the availability of the tag and how to distribute the information. Further discussion continued on how to get more information added to the site.

She continued her presentation with the new OCSD website. She explained there were over 100 guests at the launch last Friday. The site has received great feedback.

Discussion ensued on the next steps with the Visitor Center website and the integration of the sites and tag. Commission congratulated Ms. Erion on the site and thanked her for her hard work.

Loveland 365 Books

Chair Hughey stated that 100 "Loveland 365" books are still available at the publisher. She recommended the commission purchase those books and make them available around the community for either viewing or for sale. A brief discussion ensued. Recommendation was made to have the books available for sale at the Visitors Center. Further discussion ensued on other options to purchase or donate. Director Hale will contact the publisher and get more information and report next month.

ACTION ITEMS

Branding Assessment

Chair Hughey and Director Hale requested to postpone this topic until after the new Visitor Services Coordinator is hired. During the interview process, many great brands were presented and Director Hale recommended the commission review those before hiring a marketing firm or sending out a request for proposals. Discussion ensued on the great ideas submitted and the possibility of using any of those or a combination of some. Decision was made to table this topic until more information is available and the new employee is hired.

NEW BUSINESS

Review of Attendance Policy

Chair Hughey read the attendance policy found in the Boards and Commission Handbook. She stated that members' attendance is now being tracked now and she wanted to ensure members were aware of the policy.

Next Agenda

The next Regular Meeting is scheduled for February 15, 2012. Director Hale stated that we will keep the Branding Assessment on the agenda with the hope the new Visitor Services Coordinator might be available by then. Also the post project reports will be available as well as a report from the Visitors Center. The other agenda item will be Way Finding / Product Improvement. Director Hale will request Keith Reester, City of Loveland Public Works Director, to present their current signage plan.

ADJOURNMENT

Having no further business to come before the Commission, the January 18, 2012 Regular Meeting was adjourned at 7:35 p.m.