

**COMMUNITY MARKETING COMMISSION MEETING
REGULAR AGENDA
WEDNESDAY, FEBRUARY 15, 2012 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. January Minutes

III. PUBLIC COMMENT

Anyone making a comment should come forward to a microphone and identify yourself before being recognized by the Chair. Please do not interrupt other speakers. Side conversations should be moved outside the Council Chambers. Please limit your comments to no more than 3 minutes.

IV. REPORTS – See written reports in packet if available

- a. Post Project Reports
 - i. Sculpture in the Dark
 - ii. Front Range Co-Op Marketing
 - iii. Rack Card (both Summer and Winter)
 - iv. ArtSource

- b. Staff Liaison Report
 - i. Financial Report
 - ii. Staff Report

- c. Visitors Center
- d. Engaging Loveland

V. DISCUSSION

- a. Marketing (website)
- b. Way Finding/Product Improvement

VI. ACTION ITEMS

- a. Branding Assessment

VII. NEW BUSINESS

- a. Next Agenda – March 21

VIII. ADJOURNMENT

*Next meeting date:
Wednesday, March 21, 2012 from 6:00-8:00pm
City Council Chambers*