

Committee Name: Communications and Marketing Advisory Committee

Committee Charge: The Committee shall act in an advisory capacity to the Loveland City Council and shall assist Council in improving communication to enhance the ability of Loveland citizens to learn about community issues, city programs and events; and to consider marketing strategies to promote the city of Loveland and improve its image.

Committee Objectives:

- Enhance transparency of decision-making and outcomes
- Improve public access to information about the City and its services
- Assure that the City provides clear and useful information
- Provide suggestions for enhancements of communication and marketing tools to be used.
- Make suggestions for ways to promote community pride, identity and image.

Duties: The Committee's primary duties include: (1) assist staff in developing a Communication and Marketing Plan for the City of Loveland; (2) monitor the implementation and success of such plan and to make recommendations to the City; (3) On a quarterly basis, or as otherwise requested by Council, provide an accounting of the Committee's activities with respect to its activities before City Council.