

CALL TO ORDER Chair Hughey called the regular meetings of the City of Loveland Community Marketing Commission to order on the above date at 6:02 PM.

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

MINUTES Minutes for the May 16, 2012 Regular Meeting was approved as submitted.

PUBLIC COMMENT No public comment at this time.

REPORT

Staff Liaison Report

This is an information only item. No action is required. Visitor Center Coordinator Cindy Mackin reported the Lodging Tax report has been very successful as it continues to grow.

Ms. Mackin gave a brief synopsis of the events in the Destination Loveland office. She announced the Brand Launch and Visitor Center Grand Reopening will be July 18, 2012 at 5PM.

Ms. Mackin continued her update with the status of the Visitor Center changes and updates. She announced some trees will be removed to allow for better visibility. She stated that new trees will be replanting trees before September 1st on new locations on the site as per the agreement with the Parks and Planning divisions within the City.

She was pleased to give the update on the FAM Tour on Foodies and Brewery/Distillery tours. The agenda changed two days before the event allowing more time in Loveland due to the fires in Fort Collins. She thanked all the partners that did an amazing job highlighting our City.

She continued her update on the Destination Loveland website status and mentioned creating a general overview video using the current NoCo Links.

Visitor Center Improvements Update

Ms. Mackin updated the commission on the changes being made at the Visitor Center. Painting, slat walls, carpet, big screen TVs as well as new merchandise including Colorado Eagles and Grimm Brothers merchandise are all being updated.

Wayfinding Committee Report

Commissioner Erion was unable to attend tonight so he sent his report to Chair Hughey. Sign locations have been established and the subcommittee is waiting for quotes on the cost.

DISCUSSION/ACTION ITEMS

2012 Events Budget/Update

Ms. Mackin presented the changes in the 2012 Budget outlining the changes in the Event programs. She requested the commission's support for the suggested change. She presented the Colorado Eagles proposal for marketing and advertising during the hockey season and the 2013 All Star Game.

She continued with the additional changes in the 2012 budget. Discussion ensued on the specifics of the presentation.

Question was asked how many participants attend the Studio Tours. Kristine Koschke stated that over 500 people have attended some studios however the amount of participants varies and can be as low as 35 people.

PUBLIC COMMENT

Mindy Moree, Loveland Chamber of Commerce President, gave her support in the Colorado Eagles advertising agreement. She believes this is a home run.

Carol Johnson, Loveland citizen, is very excited about this opportunity. She asked if this is going to be an annual expense and how does Fort Collins feel about this. Ms. Mackin explained that yes, we are hoping this will be an annual opportunity and the City of Loveland did not approach the Colorado Eagles. The contract between the Eagles and the Hilton in Fort Collins expired in January and the Eagles wanted to be closer to the stadium and want to stay in Loveland.

Commission discussed the Colorado Eagles proposal. The commission agreed with the recommended changes and Ms. Mackin will move forward with the agreement with the Colorado Eagles and will not host the Fall in Love Event.

2013 Budget Discussion and Recommending Motion

Ms. Mackin presented the revised 2013 Budget. She briefly highlighted the changes made per the recommendations by the commission at the last meeting. Discussion continued with the details of the budget.

Ms. Susan Ison, City of Loveland Cultural Services Director, gave a brief presentation on the Cultural Services piece of the events. A short discussion ensued regarding Cultural Services plans to increase destination type events.

Ms. Mackin continued the budget presentation with the addition of Conventions to the 2013 Budget. The commission briefly discussed the 2013 Budget presentation. A concern was made to make sure that accurate reporting is done annually to justify the expense.

Motion was made by Commissioner Saffell to approve the 2013 Lodging Tax Budget as recommended by staff. Motion was seconded by Commissioner McKinney. Motion passed unanimously with one abstention.

NEW BUSINESS

Brand Launch / Visitor Center Grand Reopening

Ms. Mackin announced staff will be remerchandising the Visitor Center on July 12th and 13th and asked the commissioners to volunteer if possible. Several members stated they would be available to help.

She also announced the Brand Launch is July 18th and explained the planned event. Initiations were presented to members for the event.

Commissioner Interviews

Interviews are complete and recommendations will be made to Council at the next regular Council meeting for appointment by City Council.

Next Meeting

The next regularly scheduled meeting has been cancelled due to the Brand Launch however a Special Meeting has been set for the following week on July 25th. Chair Hughey explained the selection of the chair and vice chair will be made at this meeting as well.

PUBLIC COMMENT

No public comment at this time.

ADJOURNMENT

Having no further business to come before the Commission, the June 20, 2012 Regular Meeting was adjourned at 8:28PM.