

CALL TO ORDER Chair Hughey called the special meeting 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, Erion, Hughey, McKinney, and Saffell.

MINUTES Request was made to amend the minutes to include the Commissioner Dwyer and the abstention and the reason. Minutes for the June 20, 2012 Regular Meeting was approved as amended.

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 recent events in the Destination Loveland office. She was thrilled with the success of Brand Launch and Visitors Center Grand Reopening event. She announced that the sales were over \$1,100 in just 3 hours and she is currently planning a community Grand Reopening event hopefully in August to reintroduces Loveland residents to the new Center.

Ms. Mackin announced that the office has developed a new marketing brochure that has received many positive comments. She has also received requests to use the new brand logo by local vendors. She's hoping for additional requests and the community to rally around the brand.

She continued with the latest marketing plan and additional advertising that will be done the remainder of the year. She gave the status of the website construction and timeline. The goal is to have a website available by September 1st. She stated that it might not be complete but the Book Direct function and the majority of the site will be available.

Ms. Mackin continued with her report and explained the concern of some hotels on how the dasher board advertising space works. The advertising contract is based on the percent of lodging tax contribution. If a hotel has a high contribution, their advertising rotation would be more than a hotel with less. Those hotels not contributing would not be advertised at all. Chair Hughey requested staff to get legal opinion on the voluntary contribution of lodging tax for those hotels outside of the city limits.

The Colorado Eagles have developed a draft commercial of Loveland that will be showing in the 22 communities to promote the All Star Game.

Way Finding Committee Report

Commissioner Erion updated the commission on the status of way finding project. Currently the committee identified 27 locations for signs and received some very preliminary estimates. The commission reviewed the report and estimates. He estimated about \$150,000 to complete the project for all of the locations requested with varying sizes of the signs. The City's Streets Division will be meeting with CDOT in the upcoming weeks to establish a plan and permission on color choices.

Discussion ensued on whether the logo should be on the signs. Decision was made to keep the signs simple and clean with the logo but without artwork on the bottom. Chair Hughey reminded the commission that they had decided to take this cost out of reserves rather than absorbing the cost from the original budget and will need to go back to City Council to do that.

DISCUSSION/ACTION ITEMS

Pro Cycling Challenge

Ms. Mackin introduced Bob Herrfeldt, Director of the Ranch, and Tyler James and Jim Clark from the Fort Collins Convention and Visitors Bureau.

Ms. Mackin gave a brief presentation announcing the opportunity to bid for the Pro Cycling Challenge Tour. The commission reviewed and discussed the proposal and the suggested routes.

Motion was made by Commissioner Erion to make a recommendation to the Loveland City Council that \$100,000 of the lodging tax reserves be used for the purpose of supporting the US Pro Cycling Challenge should our bid be accepted AND should the race either start or end in Loveland in August of 2013. The \$100,000 will be split between \$50,000 to sponsor the event and \$50,000 to compensate the other City of Loveland departments which provide services during the event. Motion was seconded by Commissioner McKinney and Albers. Motion passed unanimously.

PUBLIC COMMENT

No public comment at this time.

NEW BUSINESS

Commission Membership Status

Chair Hughey announced that Commissioners Albers and Dwyer were selected for reappointed to three year terms. Ingrid Bush's alternate status ended and was not selected as a member. There is still an interim vacant position on the commission. The City Manager's Office will continue to post the vacancy until filled. Chair Hughey encouraged members to promote the vacancy to get more applicants that will actively participate and contribute.

New City Council Liaison will be appointed in August. We should have a new liaison by the next meeting.

Chair & Vice Chair Appointments

Chair Hughey opened up the floor for nominations for chair. Commissioner Saffell nominated Commissioner Hughey for an additional term as Chair and Commissioner Hughey accepted the nomination. No other nominations were made. **Motion was made by Commissioner Saffell and seconded by Commissioner McKinney to appoint Commissioner Hughey as Chair for another year term. Motion was passed unanimously.**

Chair Hughey nominated Commissioner Saffell as Vice Chair and she accepted the nomination. **Motion was made by Chair Hughey to appoint Commissioner Saffell as Vice Chair for another year term. Several members seconded and the motion passed unanimously.**

Discussion continued on other appropriate individuals commissioners would like to approach for possible applicants for the commission.

Next Regular Commission Meeting

The next regularly scheduled meeting is August 15, 2012. The topic for the meeting is expected to be a way finding presentation by the Streets Division.

PUBLIC COMMENT

Carol Johnson suggested that the City of Loveland and Loveland Chamber of Commerce should link to the tourism website. Also suggested the Visitor Center have a booth at the Business Appreciation Breakfast event.

Ms. Johnson also believed that the City of Fort Collins should contribute more to Cycling than Loveland just based off of size.

She also suggested Dave Klockeman be included in the way finding subcommittee. Kristine Koschke suggested having Keith Reester or Alan Krcmarik attend these meetings rather than someone from Downtown. Discussion ensued on the members of the subcommittee.

ADJOURNMENT

Having no further business to come before the Commission, the July 25, 2012 Regular Meeting was adjourned at 8:19 PM.