

CALL TO ORDER Chair Hughey called the special meeting of the City of Loveland Community Marketing Commission to order on the above date at 7:16 PM.

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

MINUTES Minutes for the July 15, 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 Services Coordinator Cindy Mackin reported the Lodging Tax continues to grow and up 30% over this time last month with a 19% year to date increase.

Ms. Mackin announced that the office has been working on the marketing plan. There has been lots of great press happening with requests for interviews by magazines as well as radio stations. She continued with the other types of advertising she has been working on.

She continued with the status of the website. Staff has met with the designer and has a basic draft design done. She gave a brief overview of what has been completed and what still needs to be completed as well as a hopeful completion date of September.

Ms. Mackin continued with her report with the current status of the Visitor Center. She stated that there was a change made with the previous Visitor Center Manager. There has been some fall out of volunteers resigning but we are moving forward. The new temporary manager, Gary Light, has been very well received by volunteers and staff has had good feedback on him. A brief discussion ensued regarding the future of the Visitor Center. She is excited to announce the increase in sales at the Center and is working with local artists to keep the Center full of local merchandise.

Way Finding Committee Report

Commissioner Erion updated the commission on the status of way finding committee progress. He stated the subcommittee has been reviewing the Loveland Downtown Team (LDT) previously adopted sign program to determine if this would be something the committee could blend with the current way finding focus. He stated that most of these signs were not allowed by CDOT but CDOT did offer suggestions of sign combinations that would work. The committee is working with CDOT to come up with some approved signs that would be approved for the main directional highway signs. Further discussion ensued.

PUBLIC COMMENT No public comment at this time.

NEW BUSINESS

Engaging Loveland Website and Brand

Chair Hughey asked how the Engaging Loveland, Office of Creative Sector and Destination Loveland website work together. Kristine Kocshke, with Engaging Loveland, explained that the calendar is hosted by Engaging Loveland but would link to the Destination Loveland site with a filter of only Destination Loveland events. Users can then choose to change filters to see more events or less events based on their applied filters. A brief discussion ensued on the websites.

Next Regular Commission Meeting

The next regularly scheduled meeting is September 19, 2012.

PUBLIC COMMENT

Ms. Koschek offered a booth at the Corn Roast Festival to recruit volunteers if staff would like to do that. Ms. Mackin stated that was a great idea and would let her know if staff could find someone to cover the booth.

Ms. Koschek also announced the Corn Roast Festival is this weekend and encouraged everyone to attend.

Carol Johnson stated that she has a hard copy of the LDT Wayfinding plan. She will bring it for the commission to review.

Chair Hughey stated that in past years she has hosted a “social” for the commission and asked if anyone was interested in doing that again. She stated that members are not allowed to talk business or hold a meeting but just socialize. Members thought would be a good idea.

ADJOURNMENT

Having no further business to come before the Commission, the August 15, 2012 Regular Meeting was adjourned at 8:09 PM.