

CALL TO ORDER Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:03 PM.

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

PUBLIC COMMENT Carol Johnson, public citizen, commented at last month's meeting there was no information in the meeting packet prior to the meeting regarding the Pro Cycling Challenge request for \$100,000. She requests that information be made available in a timely manner prior to the meeting.

REPORT

Staff Liaison Report

Visitor Services Coordinator Cindy Mackin clarified for the commission that meeting information was not handed out this month due to both staff liaisons being out of the office for bereavement and medical leave and will make sure this gets corrected for next month's meeting.

Ms. Mackin reported the Lodging Tax remains steady with a 3% increase over this time last month and a 15% year to date increase. Questions were asked about the Pro Cycling Challenge and Colorado Eagles contract money. Ms. Mackin explained that the Pro Cycling Challenge money would not be taken out of reserves until bid is won and the Colorado Eagles contract was funded from a portion of events that would not be used this year and next year's marketing money.

Ms. Mackin announced that the office has been working on the marketing plan. She explained the meetings she has attended and different publications that we have advertised in.

She continued with the status of the Colorado Eagles promotional advertising, commercials and radio ads. She is very excited with the opportunities that are becoming available. A brief discussion ensued on the marketing opportunities.

She announced that she will be hosting a booth at the Governor Tourism Conference on October 10-12th. She is looking forward to handing out all our fun brochures and promoting Loveland as a destination location.

Ms. Mackin gave a brief update on the status of the website. She stated that the design is complete and content is currently being drafted. Questions were raised regarding website functions and usability. Discussion ensued regarding the details of the website.

She continued with details regarding the additional marketing and advertising opportunities that she has been working on. Discussion ensued regarding those opportunities.

Visitor Center Report

Business Services Coordinator Gary Light reported on the current status of the Visitor Center. One of the primary goals that he has been working on in his first 30 days is getting to know the Center and all the volunteers. With the recent turbulence at the Center, it was important to him to get to know everyone and learn the volunteers' priorities and their goals for the Center. He believes we are going in the right direction. He has enjoyed working with City staff as well.

Mr. Light gave a detailed report with the sales as well as number of visitors. He was amazed by the number of return visitors reporting back with positive feedback about the City. He explained the overall positive interaction with the visitors. Further discussion ensued regarding the future of the Visitor Center and necessary reports to better track the results from the Center.

Engaging Loveland Report

Kristine Koschke provided her report on Engaging Loveland events prior to the meeting. A brief discussion ensued regarding one specific event.

ACTION ITEMS

Way Finding Presentation

Frank Hempen, Senior Civil Engineer for the Public Works Department gave a brief presentation on way finding signs. He explained a brief history of the City's way finding program and the subcommittee. He continued to explain the process to get signs on major highways through Colorado Department of Transportation (CDOT). The proposal includes phase 1 of 21 signs for \$186,000. Phase 2 will be another proposal of more signs to be added at a later date. A detailed discussion ensued regarding the design options, locations, and the cost proposal.

A discussion continued on the possibility of adding signs throughout the City. Decision was made not to add more signs to the proposed 21 signs at this time.

A lengthy discussion ensued on the cost for both phase 1 and phase 2 of the proposed wayfinding plan. Questions were asked regarding the cost of repair and maintenance. Mr. Hempen confirmed that repairs due to an accident would be covered by insurance, but the annual maintenance budget outlined in the proposal would be for such costs. He also confirmed that the amount requested should be enough to cover the signs although he does not believe the amount to be bloated either. This amount is a very conservative estimate of the true cost necessary to produce 21 signs.

PUBLIC COMMENT

Carol Johnson, public citizen, reminded the commission that \$50,000 was already appropriated for 2012 signage and another \$50,000 for 2013 so the total amount is only \$86,000 more than originally appropriated for.

Ms. Mackin clarified that some of the money appropriated for Product Improvement in 2012 has been spent on the Visitor Center remodel.

Chair Hughey clarified that the request from staff is to appropriate the \$186,000 from the Lodging Tax reserve instead of using the Product Improvement appropriations. She stated that currently the reserve balance is \$718,000 minus the \$100,000 Pro Cycling Challenge sponsorship leaving \$618,000. If this recommendation is approved, the remaining Lodging Tax reserve would be still over \$400,000.

A brief discussion ensued regarding what attractions should be listed on the signs.

Motion was made to recommend Loveland City Council that up to \$186,000 of the Lodging Tax reserve be used for the purpose of funding Phase 1 of the Way Finding Signage with the addition that the eastbound Highway 34 directional sign west of Centerra Parkway add the words "Sculpture Park". It was determined the motion needed to be separated between accepting the proposal, the design and then the cost. Motion on floor fails and is restated as follows.

Motion was made to recommend Loveland City Council to accept the Way Finding report for phase 1 with the addition of the "Sculpture Park" at the eastbound US34 directional sign west of Centerra Parkway. Motion was seconded and passed unanimously.

Motion was made to recommend Loveland City Council that up to \$186,000 of Lodging Tax reserves be used for the purpose of funding Phase 1 of the Way Finding Signage. Motion was seconded and passed unanimously.

Motion was made to approve the full color logo on the purple background design. Motion was seconded and passed unanimously.

Motion was made to recommend to Loveland City Council that the Way Finding sign colors be accepted as recommended by the CMC. Motion was seconded and passed unanimously.

NEW BUSINESS

Colorado Eagles Sponsorship

Chair Hughey addressed a complaint made by the Best Western for not being included in the Colorado Eagles Promotions. She explained the advertising at the Colorado Eagles games is based on lodging tax dollars collected. Since the Best Western is not within the City limits, they do not collect any lodging tax. Currently, there is an effort to incorporate them into the city, but in the meantime they will not be included in the Eagles promotions. They will be promoted at the Visitor Center and other advertising but not through the

Eagles program. Discussion ensued on whether to promote facilities or experiences outside Loveland if they are not participating in the lodging tax.

Next Regular Commission Meeting

The next regularly scheduled meeting is October 17, 2012.

PUBLIC COMMENT

Gary Light, Visitor Center Manager, noticed other area restaurants being advertised at the Visitor Center. Ms. Mackin explained the difference with the Visitor Center as a regional information center not just Loveland centric.

Carol Johnson, public citizen, questioned why this commission is still discussing Best Western. She feels this issue needs to be directed to the Legal Department. And she questioned the Pro Cycling Challenge sponsorship and the Way Finding funding from the 2013 Budget. Will these items be part of the 2013 budget or will there be a separate public hearing? Ms. Mackin will find out when these reserve items will go to Council for approval.

Commission Vacancy

Chair Hughey explained there is one vacancy for member position and two alternate positions. Currently, two applications have been received. She would like to know if the application process can be closed so interviews can be scheduled or if the openings have to be posted through the end of the year. Ms. Mackin will confirm with the City Manager's Office and report back.

OTHER COMMENTS

Council Shaffer recommended Council Report be added to the agenda and is normally part of commission agendas and would like to have it added in the future. Ms. Mackin will make sure it is added. She also announced that North Front Range Metro District, the regional transportation organization will meet in Loveland on October 4th and encouraged the commission to attend if they have an interest. She also updated the commission on other committees, commissions, boards and groups that she is a part of.

ADJOURNMENT

Having no further business come before the Commission, the September 19, 2012 Regular Meeting was adjourned at 8:20 PM.