

**CALL TO ORDER** Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:05 PM.

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

**MINUTES** Minutes for the August 15, 2012 Special Meeting was approved as submitted.

Request was made to add the name of the event Kristine Koschke was discussing during her report. Minutes for the September 19, 2012 Regular Meeting was approved as amended.

**PUBLIC COMMENT** No public comment at this time.

## **REPORTS**

### City Council Liaison Report

Councilor Shaffer announced that Council unanimously approved the City 2013 Budget last night. She explained the importance of transportation in Loveland and she has been working on the US 287 Coalition group to discussing the regional transportation issues. There is a meeting tonight that she must attend but wanted to make sure she was able to attend a portion of this meeting.

She is very proud of the artist in our community and was impressed with the Art Studio Tour event that she attended last week.

### Financial Report

Economic Development Director Betsey Hale explained the Lodging Tax report format change. She stated that this change should help members track the program budgets. She continued with the details of the lodging tax collections and discussion ensued regarding reserves and the necessity of a mandatory 5%. Decision was made to add this item to next month's agenda for further discussion.

### Way Finding Report

Director Hale updated the commission on the status of the way finding efforts. She recapped the presentation from last month highlighting the history, phase 1 and phase 2 proposal of this program.

She stated the confusion with the proposed number given by Public Works in February was an original estimate for interior City signs and not the major arterial federal highway signs. She explained that CDOT controls all the federal highways which in Loveland is all of our major corridors, I25 and US 34 as well as US287. Staff was able to get CDOT's approval of the color and logo request. The Loveland Downtown Team also reviewed this proposal and recommended City Council approve this plan. Director Hale highlighted the Destination Sign Map with the location of the approved sign locations as well as what is will be included on the signs. Question was asked if the request for "Sculpture Park"

has been added. The map has not been updated as yet, but will be when presented to Council. Director Hale continued to explain the maintenance budget of \$12,000 a year (or \$600 a year per sign) as very inexpensive 365-day year advertising. She clarified the process timeline, if approved by Council, and if all goes well through the CDOT process, the first sign would be installed probably February of 2013.

Some questions regarding the use of the Product Improvement for expenses other than way were raised after last month's meeting. Director Hale explained all the uses under Product Improvement established in the Strategic Plan. After a brief discussion, the commission agreed that they approves of this plan and would like staff to move forward taking this item to Council for final approval. Question was asked if this proposal will be able to go to bid right after approval from Council. Frank Hempen, with Public Works, stated that it will take some time to go through the bid process and through CDOT. Discussion ensued on the schedule for phase 2. Commission will work to have two additional commissioners be a part of the subcommittee.

#### Staff Liaison Report

Cindy Mackin, Visitor Services Coordinator, updated the commission with her staff report. She played radio commercials, television videos, as well as showed off many other marketing efforts. She explained she chose specific magazines that targets certain areas based on a survey by cultural traveler. She explained the majority of this last month was spent on production of these items collecting pictures, copy, and media. She announced that she is working on creating the advertising kiosk that will be located at the Event Center during all of the Eagles games. She presented the back drop custom booth. She plans to use it at 5 Eagles games as well as other events. She just used it at the Governor Tourism Conference. Discussion ensued on the Destination Loveland promotion effort. Commission would like to have the Loveland banner up all year instead of the set for February.

Ms. Mackin gave an update on the Governor Tourism Conference she attended with Marcie Erion in Steamboat Springs last week. She said although it was a great networking conference, the accommodations could not rival Loveland and many attendees commented on the great accommodations Loveland provided at last year's conference. She stated that Loveland was the most popular booth by far. A brief discussion ensued on the new booth and the giveaways.

She continued her report with the website status update. Since the website is such a critical piece of marketing, staff wants to do it right. A focus group of tourism professionals is being established to help develop the usability of the website while content is being created. The completion date is targeted for the end of January 2013. Commissioners suggested having meeting planners as part of the focus group.

Ms. Mackin announced that a community Holiday Open House at the Visitor Center has been set for Saturday, December 1<sup>st</sup>. Question was asked how

artists get their products at the Visitor Center, Ms. Mackin stated they can contact her directly.

#### Visitor Center Report

Gary Light, Visitor Center Manager, gave an update on the Visitor Center. He was amazed at the impact of the small sign added in the roundabout. There has been lots of positive feedback from the visitors that can now find the Center.

He continued with the goal of great customer service. The Center has been receiving consistent feedback on the excellent tourist experience and he complimented the volunteers for doing a great job as well as the vendors. Visitors have expressed how impressed they are with the Center. Commission continued to review his report.

Mr. Light was happy to announce the addition of the sign above the door of the Visitor Center in the atrium. He continued to applaud staff for their quick responses with any building issue that they might have.

Mr. Light announced the Center sold their first piece of art from the Artist of the Month program. This had been a place for artist to display their art but after a request by a visitor to purchase a piece, the Center has been able to work with the artists to establish prices for items and make them available for purchase.

#### Destination Loveland Review

Director Hale gave a review of accomplishments for this year. She reminded staff of the marketing in the Colorado Tourism Guide. She told a great story that resulted from that ad. She reminded the commission of how important marketing and positive feedback can be and how it spreads.

She continued on with a presentation of the great accomplishments done by this office. An economic impact of the tourism industry study will be completed by December and the Destination Loveland Office will have an annual report in January to highlight all the accomplishments.

Director Hale explained the conservation easement with McWhinneys where the Visitor Center resides that prevents the use of that property for anything other than open space, Visitor Center and Chamber of Commerce. She also highlighted that Lodging Tax funds cannot be used for bricks and mortar. And since the tax could not be used for construction of a new Visitor Center, it was important to remodel the one we have. She continued to highlight other accomplishments completed this year and tied it back to goals within the strategic plan. Director Hale gave an update on upcoming projects that are in the near future.

Chair Hughey appreciates staff's hard work and effort and recognizes it as like drinking from a fire hose. She believes we have made incredible progress. It's

great to see it in writing and know where we are at. She thanked Cindy for her great job.

Commissioner Saffell stated that it is rewarding to see the accomplishments made after such a long process.

Commissioner McKinney gave an update on the German Shepard Dog Show. She stated that the organization was very thankful for the sponsorship from this commission and was great to work with. The event was very successful and resulted in between 1,300 and 1,500 room nights.

#### **PUBLIC COMMENT**

Carol Johnson, public citizen, commented on her statement from last month's meeting regarding the signage budget. She stated that the commission had already budgeted \$50,000 in 2012 budget and \$50,000 in 2013. She was surprised to find out that this year's money has been spent on the Visitor Center remodel. She is concerned that the commission is receiving packet information late and reminded the commission that they have a responsibility to make budget good decisions. She wanted to make sure if the commission has a concern about receiving this information late to voice those concerns with staff. She is still concerned it is not showing on the website as a member of the public.

She is also concerned that the original estimate for signage was so much less than the estimate received last month. She has requested an explanation from staff but has not heard as of yet. Ms. Johnson continued to state that if she does not have an answer to her question regarding the reason for the increase, she will ask the question at the Council meeting when Council is asked to approve the CMC appropriation.

Director Hale explained the original estimates where for in-house sign production which is no longer available after Public Works met with CDOT. The CDOT approved signs are outside the ability of the Public Works sign shop. Discussion ensued regarding the two estimates.

#### **DISCUSSION**

##### **Commission Membership**

Chair Hughey stated there are two alternate positions and one full member vacancies. There are three applicants currently and the natural cut off is November 19<sup>th</sup>. Discussion ensued on whether to close the application time early and a decision to keep it open until its natural closing time.

#### **ACTION ITEMS**

##### **2012 Budget**

Director Hale gave a brief presentation on the 2012 budget status. She explained that there were unanticipated costs as predicted with the Visitor Center. She reiterated that the Product Improvement budget was set up to include more items than just way finding. She highlighted the upgrades in the Visitor Center that was made from this budget.

Director Hale explained the normal department budget process within the general fund allows directors to move money between line items when necessary as long as the bottom line budget does not go over without Council or commission approval. Lodging Tax Fund, however, is different. This commission has to approve all changes between program funds. She explained reasons for the overages in specific programs versus savings in others. She clarified that the overall Lodging Tax budget is not over budget and is tracking to stay within budget for the year. Discussion ensued on the details of each of program costs.

**Motion was made to reallocate \$6,000 from Marketing to Visitor Services. Motion was seconded and passed unanimously.**

**Motion was made to reallocate \$2,000 from Events to Product Improvement. Motion was seconded and passed unanimously.**

#### **NEW BUSINESS**

##### Visitor Center Staffing

Commissioner McKinney raised her concerns of administrative staffing and Visitor Center staffing. Currently, the Visitor Center is closed two days a week and commissioner would like to find a way to keep it open daily. Chair Hughey requested researching the possibility of adding staff and would like to add this as a discussion item for December's meeting. Commission agreed to add to December's agenda.

##### Next Meeting

Due to the proximity of the next meeting to Thanksgiving, Chair Hughey recommended moving the meeting back a week. **Motion was made to move the November meeting from November 21<sup>st</sup> to November 28<sup>th</sup>. Motion was seconded and approved unanimously.**

#### **PUBLIC COMMENT**

Carol Johnson, public citizen, announced she recruited two of the three applicants and stated they would be very good for the commission. The commission thanked her for her recruitment efforts.

#### **ADJOURNMENT**

Having no further business come before the Commission, the October 17, 2012 Regular Meeting was adjourned at 8:47 PM.