

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

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

MINUTES Commissioner Saffell stated that Albers, Dwyer, and Erion were not present at the meeting. Minutes for the October 17, 2012 Regular Meeting was approved as amended.

PUBLIC COMMENT No public comment at this time.

REPORT

Council Liaison Report

Chair Hughey welcomed Councilor Dave Clark to the commission as the new Council Liaison. He gave a brief introduction and is happy to represent the commission on City Council.

Staff Liaison Report

This is an information only item. No action is required. Visitor Services Coordinator Cindy Mackin reported the Lodging Tax has been very successful as it continues to grow over the previous year. She was very excited to say that we should end the year with over \$600,000 in collections.

Ms. Mackin gave a brief synopsis of the events in the Destination Loveland office. She explained the website focus groups were conducted and Nicole Yost will give a presentation to the commission tonight with those results.

She also announced that the US Pro-Cycling Challenge bid was delivered to Denver in dramatic fashion. Fifty cyclists rode the bid down to Denver. She stated it was very impressive and the turnout was great. The opportunity is very exciting. The announcement of winning bid will be late December.

Cindy stated that she joined Destination Colorado and will attend their Front Range trade show for meeting planners next week. This is the most popular show of the year.

The brochures kiosk has been delivered to Budweiser Event Center during Eagle games. Announcements will be made throughout the game to check out the kiosk and the brochures that it offers.

She reminded the commission about the Holiday Open House on Saturday, December 1 from 12-4PM. She gave an overview of the festivities. Chair Hughey asked the commissioners to attend if possible.

Ms. Mackin attended the hotelier meeting. They are very excited about the Eagle Partnership, the Pro Cycling Challenge as well as other marketing promotions.

She continued with a status of the wayfinding signage. The proposal passed on 1st reading with City Council on November 20th and the 2nd reading is scheduled for December 4th.

Ms. Mackin then presented this month's edition of Colorado Life magazine. Loveland was featured on the front cover as well as an 8-page article. We will have rights to the photos that were used in the article. She is thrilled that Loveland is being recognized as a destination.

Visitors Center Improvements Update

Ms. Mackin announced that Gary Light was hired as the full-time Visitors Center Manager last week.

Mr. Light updated the commission on the changes being made at the Visitor Center. He is excited about the decorations at the Center as well as the new product for the Open House. Mr. Light gave a brief overview of his written report.

A brief discussion ensued on the Winter Holiday Council (WHC) ornaments and if an administrative fee might be necessary. Currently, the WHC ornaments are the only items at the Visitors Center that is a non-taxed item that all proceeds go directly to the WHC. Discussion ensued on whether to charge a small fee or if the "foot traffic" for the ornaments is enough compensation. A request was made to have the Visitors Center budget report separate out the ornaments for better tracking of actual revenue. Another suggestion was made to also offer the valentine cards from the Chamber. Staff will contact the Chamber to discuss that possibility.

DISCUSSION/ACTION ITEMS

Destination Loveland Website

Ms. Mackin introduced Nicole Yost with Fyn PR and John Metcalf with Perfect Square. Ms. Yost and Mr. Metcalf hosted focus groups of interested parties to gain feedback on the website draft. Ms. Yost gave a presentation of the results from those focus groups.

Ms. Yost explained that during the focus groups, it was stressed to the participants that the website is not complete and is only in draft form. Commission reviewed the results and discussion ensued on the website design. Several change recommendations were made and further discussion continued regarding the suggestions.

PUBLIC COMMENT

Patrick Kelly, Greeley citizen and Loveland business owner, believes this website is progressing nicely and is impressed with the site.

Gary Light, Visitor Center Manager, asked who would be able to put events on the calendar. Do we have school events and at what level and then again what shouldn't be on this site. A brief discussion ensued on the calendar. Currently the calendar on the website is designed to default to destination events however; there is a link or dropdown that will allow the ability to see all community events. Mr. Light also suggested instead of "Experience" possibly "Attractions" on the website header.

NEW BUSINESS

Commissioner Appointments

Interviews are complete and recommendations will be made to Council at the next regular Council meeting for appointment by City Council. Chair Hughey stated there are one commissioner position and two alternate positions available. Interviews were done tonight but announcement of members will be made next meeting.

Next Meeting

The next regularly scheduled meeting is December 19, 2012. There will be a holiday dinner immediately prior to the meeting beginning at 5PM. Secretary to the Board Dawn Wirth encouraged the commissioners to attend.

PUBLIC COMMENT

Patrick Kelly gave a brief presentation of the Colorado Cougars. They are the semi-professional basketball association. Games will be played at Loveland High School this year. Colorado Kings are looking to expand in Loveland. Intention is to build a small arena in the next 5 years. Tickets are \$10 or less and the season is through March.

ADJOURNMENT

Having no further business to come before the Commission, the November 28, 2012 Special Meeting was adjourned at 8:16 PM.