

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, Shannon and Clark.

MINUTES Minutes for the November 28, 2012 Special Meeting was approved as submitted.

PUBLIC COMMENT No public comment at this time.

REPORT

Council Liaison Report

Councilor Dave Clark announced that the Council approved the downtown Brinkman project and the extension of the Urban Renewal Authority. The Council also adopted the 2030 Transportation Plan. The City approved the Chamber contract for the Small Business Development program and oversees the Loveland Center for Business Development. A brief discussion ensued on those approved projects.

Staff Liaison Report

This is an information only item. No action is required. Visitor Center Coordinator Cindy Mackin reported on the Lodging Tax. We were up 20% in November from last November. She also commented that Loveland's occupancy rate is way up. Commissioner Dwyer mentioned some possibilities as to why such a large increase. He believes next year is looking strong as well.

Ms. Mackin announced that the Pro-Cycling Challenge is officially coming to Loveland. The announcement was made this morning on 9news. She played the news coverage for the commission. She explained the upcoming events and the committees involved. This item still needs to be approved by Council for the \$100,000 supplemental expense. Further discussion ensued on the exposure.

The Visitor Center Open House was a huge success. There were over 880 attendees in 4 hours. An elementary school choir and a battalion club performed during the event. Discussion continued on the other positive press coverage.

Ms. Mackin reported on the Eagles booth night. She explained the purpose of being out there to educate the community on the Visitors Center. She gave an overview of the information and items that were given away at the booth.

She gave an update on the way finding program. She stated it was approved by City Council and staff is working to get another appointment with CDOT. Chair Hughey asked who from the commission is on the subcommittee.

Commissioner Erion and Saffell currently serve on that subcommittee. Request was made to have the meetings in the morning rather than the afternoon. Ms. Mackin will follow up with Public Works to recommend that change.

Ms. Mackin reported on the Colorado Destination-Front Range Tradeshow. It was a great event. She handed out gift bags to over 500 event planners. The marketing is already working since phone calls have been coming in. Discussion ensued.

Visitor Center Improvements Report

Mr. Gary Light, Visitors Center Manager, updated the commission on the latest news at the Visitors Center. He was thrilled with the success of the Open House.

Mr. Light gave a brief overview of his written report. He stated that 161 ornaments were purchased in November resulting in over \$4,000 in revenue that will be going to the Winter Holiday Council. Although the Center does not profit from these ornaments they are still bringing people in the door. The ornament sales seem to be dropping off this month. Further discussion continued on whether to change a fee or not. Request was made to have staff determine an approximation of how much the credit card fees for the Center are.

Chair Hughey commented on how to monetize visitors. She commended the volunteers for their authenticity and how it is part of the brand to display that brand throughout the Visitors Center. Discussion ensued on the ability to get to those types of metrics. Alternate Price gave his impression of the Visitors Center. He stated that he is very proud of the Center and how informative and great it is.

Commissioner Dwyer mentioned the possibility to contact the hotels and work with them to drive customers to the Center. He offered several ideas as to how to make that happen. Discussion ensued.

E. L. Events Report

Ms. Koschke gave a brief update on the latest news with Engaging Loveland. She stated the name change to E. L. Events was announced last month. E. L. stands for Extraordinary Loveland. She also announced that E. L. Events is now cohoused with Fred's Used Website, Fyn PR, and Perfect Square Graphic Design. The open house had over 100 individuals attend. She explained that although she is not going to replace the Visitors Center, their office now offers free information about Loveland. She continued with the upcoming events being planned.

DISCUSSION/ACTION ITEMS

Destination Loveland Website Update

Ms. Mackin updated the commission with the status of the website. The committee reviewed the information from the focus groups as well as the feedback from the commission meeting. She is still hoping for end of January launch.

A request was made to create a subcommittee for the Meeting Planning Guide. Ms. Mackin suggested that due to the time constraints of getting the product out. Decision was made to have Commissioners Saffell and McKinney review a draft guide via email.

2013 Work Plan

Ms. Mackin explained the draft work plan has a few items on the calendar that has to be discussed in 2013. Question was asked whether to entertain grants again. Commission discussed the different topics each member would like to discuss over the course of the year.

NEW BUSINESS

Staffing

Ms. Mackin requested the commission's direction to research staffing needs for the Visitors Center as well as the Destination Loveland Office. Commission agreed and requested staff present next month their recommendations on staffing.

Next Meeting

The next regularly scheduled meeting is January 16, 2013.

PUBLIC COMMENT

No public comment at this time.

ADJOURNMENT

Having no further business to come before the Commission, the December 19, 2012 Regular Meeting was adjourned at 8:01 PM.