

Community Marketing Commission Regular Meeting

February 20, 2013

Page 1 of 2

**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, Hughey, Saffell, McKinney, and Price.

**MINUTES** Minutes for the January 16, 2013 Regular Meeting were approved as submitted.

**PUBLIC COMMENT** Bob Veers, representing the Model A Ford Club, announced the Club is bringing a Model A Ford Club national convention to Loveland in June 19 – 24, 2016 at The Ranch. The convention will include multiple activities including car judging, fashion judging, car shows. The convention is scheduled for a full week. They are expecting 1,000 people to attend the show. Funding is through registration fees and community donations. Based on \$275 a day/per attendee, he calculates the convention will bring over \$1 million in revenue to Loveland. He asked the CMC for assistance to cover event costs. Staff liaison Cindy Mackin will assess the process for these types of requests and discuss with the Commission at a future date.

**REPORT**

Council Liaison Report None

Staff Liaison Report

This is an information only item. No action is required. Ms. Mackin reviewed the Financial Report noting the format of the Lodging Tax Report was changed to improve usability of the report. The final, fully audited numbers for 2012 will be available in June of 2013. Ms. Mackin gave a status update on the work done to date on the ProCycle Challenge. The current issue of Colorado Life has some great advertising for Loveland. The City in conjunction with the Reporter Herald is producing a visitor's guide which is targeted to release in the April 28 edition of the Reporter Herald. She also announced the City will hire two part-time employees to work at the Visitor's Center noting the volunteer staff will not be impacted. The Destination Loveland website had a soft launch in February, 2013.

Wayfinding Subcommittee Report

No report. The subcommittee will begin meeting once month and provide reports at future meetings.

**DISCUSSION**

Strategic Plan & Project Timeline

The current Strategic Plan was completed in September, 2011. Visitor Services Coordinator Cindy Mackin presented the accomplishments over the past year. Final numbers from 2012 will be distributed when finalized. The Commission

Community Marketing Commission Regular Meeting

February 20, 2013

Page 2 of 2

will begin the discussion of priorities for 2014 at the next meeting March which in turn will drive the 2014 budget.

**NEW BUSINESS**

Code of Conduct

Ms. Mackin clarified the rules regarding quorums. A motion to approve the Code of Conduct as amended was made and seconded. The Commission unanimously approved the motion.

Next Meeting

The next regularly scheduled meeting is March 20, 2013.

**PUBLIC COMMENT**

No public comment at this time.

**ADJOURNMENT**

Having no further business to come before the Commission, the February 20, 2013 Regular Meeting was adjourned at 8:08 PM.