

Community Marketing Commission Regular Meeting

February 20, 2013

Page 1 of 3

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

ROLL CALL Roll was called and the following responded: Shannon, Saffell, Erion, Dwyer, and Price. McKinney arrived at 6:08 p.m.

MINUTES Minutes for the February 23, 2013 Regular Meeting were approved as amended.

PUBLIC COMMENT None

REPORT

Council Liaison Report None

Staff Liaison Report

This is an information only item. No action is required. Ms. Mackin stated work to complete the Visitors Guide is going well. Advertising was oversold but the Reporter Herald is covering the cost of the additional pages this generated. The guide will be in the April 29th edition of the Reporter Herald and will also be accessible at the Visitors Center and on the Destination Loveland website. Commissioner Saffell asked about the programming for the Corn Roast / USA Pro Challenge. Cindy responded that they were working to add The Elders to the program. Other activities discussed included the DMAI Conference Cindy recently attended, PowWow possibly coming to Denver in 2018, the City will have three advertisements in the Colorado Meetings & Events magazine, and the messaging being developed for summer events (samples were provided to the Commission). The key discussion of the Finance Report centered on why February sales tax increased 31%. Commissioner Dwyer reflected on the ADR improvements and noted transient business is up.

Visitors Center

Commissioner Erion asked about cost of goods sold at the Visitor's Center. Ms. Mackin stated that most merchandise has a 40% to 50% markup.

E.L. Events

Executive Director Kristine Koschke answered questions about the "City with a Heart" program. The hearts sell for \$3,000 and cost roughly \$1,000 to produce. She mentioned they now have an intern to focus on adding and updating the event calendar on their website.

Wayfinding Subcommittee Report

Commissioner Erion stated the subcommittee meeting was cancelled as City staff is still working on putting together information. New sign designs may be cheaper than anticipated. The goal is to have new signs in place before USA Pro Challenge race. The next meeting is scheduled for April.

DISCUSSION

Priorities and Goals

The commissioners reviewed the draft budget information for 2014. Commissioner Erion asked how much of the \$150k was slotted for tradeshow. Ms. Mackin replied that the details behind the numbers are being developed. Commissioner Erion expressed concern that there is enough funding for advertising. Ms. Mackin replied that most of our advertising to date has been within the State (exception: Texas Monthly). Commissioner Saffell liked the cross marketing idea from Betsey Hale's email. She asked what the return on investment has been to date on tradeshow attendees and if the leads have panned out. Commissioner Dwyer raised the issue of how to get a better handle on sales of goods tied to visitors versus locals as the CMC is looking at new people coming to town, or extending their stays. General consensus is it may take several years to see results. Ms. Mackin stated "it's a marathon, not a sprint" and the City needs to show up and be there. Commissioner Saffell stated the importance of tracking statistics to build a history. Commissioner Dwyer mentioned he could do a guest survey. It was discussed that the data could be used for target advertising by using zip code tracking to target a market. General consensus was the Commission wants to know if they are making an impact. Ms. Mackin mentioned CSU is starting classes on microbrewery tourism. The Magic Tours bus business in Fort Collins was discussed and a company brochure was distributed.

Other comments:

- Sponsoring PowWow - Ms. Mackin explained that it was important to have a large Loveland presence at the show. Some of the ways to do this include having monumental sculptures at the show, brochures, and hosting evening events. Ms. Mackin is getting additional information on the benefits of sponsorship and will update the Commission when that is available. She mentioned the bid process is now and she'll know location by May.
- EL Events and Cultural Services - This is a "to be determined". The first step will be a meeting to determine their needs.
- Commissioner Dwyer stated it would be pennywise but pound foolish to not beef up staffing. What is the ROI if staffing went up 20%, 50%, 100%? Commissioner McKinney suggested looking at internship programs and to stay on parity with increase in sales tax. Commissioner Erion encouraged Ms. Mackin to come back with what you really need.
- Seasonal staffing at Visitors Center will allow the Visitor's Center to be open 7 days a week in the summer. Suggestion was made to make operating expenses a separate line item.
- Ms. Mackin clarified that staffing dollars includes travel.
- The commission would like more details around the line items for tradeshow, advertising and marketing.

- Website & Fulfillment – Commissioner McKinney asked about the \$20,000 and if the City felt it was getting a good return.
- The general consensus at the end of the discussion that this was a good start to the 2014 budget process, just continue to work on the details.

NEW BUSINESS

Next Meeting

The next regularly scheduled meeting is April 17, 2013.

PUBLIC COMMENT

Executive Director of E.L. Events, Kristine Koschke, mentioned she conducted informal surveys with downtown businesses during the snow sculpture event and had very positive comments. There were no parking complaints. There was general discussion about sales tax statistics. Sales tax is collected and filed monthly so impacts of weekend events cannot be determined.

Carol Johnson, Loveland resident, commented on the high level 2014 draft Destination Loveland budget in particular the Events and Convention line item. It was discussed that when comparing line items from year to year be aware that the buckets have shifted slightly from 2013. Convention line items may overlap with other budget line items. She mentioned having the Corn Roast and the USA Pro Challenge on the same day at the same location may cause some issues with the barricades. Ms. Mackin stated the Pro Challenge route will use the same route as the Corn Roast parade therefore barricades shouldn't be an issue. Ms. Johnson loves the idea of taking sculptures to PowWow in 2018. She also discussed promoting cultural tourism in this area.

ADJOURNMENT

Having no further business to come before the Commission, the March 20, 2013 Regular Meeting was adjourned at 7:40 p.m.