

- CALL TO ORDER** Chair Hughey called the special meeting of the Community Marketing Commission to order on the above date at 6:01 p.m.
- ROLL CALL** Roll was called and the following responded: Albers, Dwyer, Erion, Hughey, McKinney, Saffell, Shannon, and Clark.
- MINUTES** Minutes for the March 20, 2013 Regular Meeting were approved as submitted.
- PUBLIC COMMENT** None.
- REPORT**
- Council Liaison Report Councilor Dave Clark gave a brief summary of the current items before City Council. Council is beginning to review the 10- and 20-year budgets for the City. Council is still discussing a different type of budgeting known as priority based budgeting which staff is proposing. Council is very interested and it may help with determining which services are more impactful. This change would be too late to establish in 2014 but could possibly be implemented in 2015. He did say, however, the City is in a good financial position at the moment.
- Question was asked about the water treatment plant item. Clark stated that this was voted on a few weeks ago and was a 5-4 vote in favor to use General Fund resources to help supplement the rate increases to allow for gradual increases rather than large ones.
- Staff Liaison Report Cindy Mackin, Visitors Services Coordinator, gave a brief explanation to the anomalies to the Lodging Tax Report. She stated that three hotels paid their February 2012 lodging tax late and it was recorded in March of 2012. This caused a huge increase in the February 2013 over February 2012 comparisons and then a decrease in March 2013 over March 2012. The true monthly comparisons (had the hotels reported on time) should be 1% increase February 2013 over February 2012 and 11% increase March 2013 over March 2012. A brief discussion ensued.
- Question was raised as to the method of tracking of the increase hotel stays for events such as the USA Pro Challenge. Ms. Mackin stated that it would be a great statistical benefit to have that data and she will be reaching out to the hotels to collect this data.
- Ms. Mackin announced the May 4th Summer Celebration from 10 a.m. to 2 p.m. at the Visitors Center to kick off the new summer hours. We will be officially launching both the website as well as the new Visitors Guide. She asked the commissioners to attend if possible. She gave a brief overview of the marketing effort for this event as well.

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Visitors Center Report Gary Light, Visitors Center Manager, provided a written staff report prior to the meeting. Question was asked who can attend the trainings that the volunteers go to. Mr. Light stated anyone can attend provided available space. The next training will be at Sylvan Dale Guest Ranch in May.

E L Events Report Kristine Koschke was not able to attend this meeting; however, Director Hale stated that the 2013 agreement with EL Events for \$58,000 has been amended to reflect the cancellation of the Chocolate Fest and Balloon Rally. This resulted in a reduction of \$18,000 in the amended agreement.

Wayfinding Subcommittee Report

Commissioner Erion stated the Subcommittee is scheduled to meet this week. He will have more to report hopefully at next month's meeting.

DISCUSSION

Proposed 2014 Budget Director Betsey Hale gave an overview of the draft budget. She explained the reason for the change to four categories instead of six or seven from previous years is for better flexibility. Unlike most departmental budgets, if funding needs to move for example from product improvement line item to marketing line item, this change must go to the Commission for a recommendation then to City Council for approval. In all other departments, directors have the discretion to move funding within line items. This causes delays in necessary purchases as well as the ability for the department to make crucial decisions in where to spend funding for the maximum benefit.

Discussion continued regarding the partnership with the Eagles. Ms. Mackin explained that the largest benefit of that partnership is keeping the players in Loveland hotels. Prior to this partnership, all the out of town players were staying in Fort Collins hotels. She continued to explain the rest of the benefits to that partnership.

Director Hale went over the recommended changes and increases in each of the four categories. Discussion ensued regarding the details of the budget. The commission requested more information before the next meeting when they will be voting on the budget.

PUBLIC COMMENT

Carol Johnson, public citizen, would like to see a breakdown of the pie charts for transparency and commission guidance.

ACTION ITEMS

4th of July Presentation Director Betsey Hale explained the history of the 4th of July event and some of the recent security issues that have arisen. She introduced Captain Rob McDaniel from the Loveland Police Department. Captain McDaniel gave a brief overview of the some situations that occurred at the July 4th event last year. He explained the need for additional security and outlined the suggested changes they are recommending. The Police Department is requesting \$25,000 in funding from Lodging Tax for better security of this event.

Discussion ensued. Although the commissioners believe there is a need for more security at the event, many questioned the appropriateness for using Lodging Tax.

PUBLIC COMMENT

Carol Johnson, public citizen, reminded the commission as to the purpose for the lodging tax and the ballot language that stipulates what it can and cannot be spent on. She stated that if the Sculpture Show or the Corn Roast came to the commission and requested money, the commission wouldn't even discuss it because the commission no longer does grants. She wonders why the City has a leg up to request money from the commission that other organizations cannot.

Chair Hughey would like to make a recommendation to City Council tonight. Vice Chair Saffell motioned to recommend to City Council not to approve the request for lodging tax funding for the 4th of July celebration. Motion was seconded and approved unanimously.

Next Meeting

The next regularly scheduled meeting is May 15, 2013.

ADJOURNMENT

Having no further business to come before the Commission, the April 24, 2013 Special Meeting was adjourned at 8:00 p.m.