

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: Dwyer, Erion, Hughey, Saffell, and Shannon.

MINUTES Minutes for the April 24, 2012 Special Meeting was approved as submitted.

PUBLIC COMMENT None.

REPORT

Staff Liaison Report

This is an information only item. Ms. Mackin explained the Lodging Tax report. She commented that the April lodging tax report was up by 22%. A brief discussion ensued regarding the exciting events in Loveland and how full the hotels are.

Question was asked about the feeling of the Eagles Partnership. Ms. Mackin explained that she met with the hotel association and requested that they fill out a survey to track what worked well, what could be better and should we do it again. She stated that it was overwhelmingly successful according to the hotels and they all want to do it again. Currently, staff is negotiating terms for next year's partnerships as well as how to better track results.

Another question is regarding the status of the website. Ms. Mackin explained the website is live as is the Book Direct feature. Concern was raised about the confusion with the I Love Loveland Facebook. Ms. Mackin stated that Nicole Yost has been meeting with the owner of that site and staff will meet with her next month to ensure that we are working cooperatively together. Discussion ensued on the marketing campaign.

Wayfinding Subcommittee Report

Frank Hempen, Civil Engineer for City of Loveland, gave a brief presentation on the wayfinding project. He explained the status of the design and why changes had to be made. After a lengthy discussion regarding the change from a color logo on a white background to white logo with purple background as well as the change to the brand. The commission agreed with the changes. Mr. Hempen explained the delay with CDOT and Commissioner Erion asked if it would be possible to get the entryway signs done early before I-25. He stated that is a great idea and will try to make that happen. A test sign will be placed soon.

DISCUSSION/ACTION ITEMS

2014 Draft Budget

Ms. Mackin gave a presentation on the draft 2014 budget. She explained the 4 categories; Advertising/Marketing, Visitors Center, Product Improvement, and

Staffing. She continued to explain the categories are then broken down into bulleted items of proposed items. The costs are not outlined yet since staff is just now negotiating the terms of these contracts. She continued to present the categories and the proposed items under each category. Discussion ensued on the individual items.

A lengthy discussion ensued on staffing. Chair Hughey believes that we should consider adding more staff. Current staff has accomplished so much this year but need help. Commissioner Dwyer stated that additional staffing is needed to stay on top of the curve. Commission agreed. Suggestion was made to add at least a half time position at \$40,000 for a total budget of \$668,000. Further discussion ensued regarding detail actuals for 2012.

Motion was made to approve the proposed budget as submitted with an additional \$40,000 in Staffing for new part-time staff person for a total budget of \$668,000. Motion passes unanimously.

NEW BUSINESS

Board & Commission Applications

Chair Hughey reminded Commissioner Shannon and Alternate Price will need to reapply since their terms expire in June. Commissioner Saffell announced that she will not be reapplying for the commission and thanked all the commissioners and staff for their dedication to this commission. Chair Hughey read a letter she plans to submit to Reporter Herald. She too is resigning from Community Marketing Commission. She is so proud of the efforts and improvements made by this commission.

Next Meeting

The next regularly scheduled meeting is June 20, 2013.

PUBLIC COMMENT

None.

ADJOURNMENT

Having no further business to come before the Commission, the May 15, 2013 Regular Meeting was adjourned at 8:06 PM.