

CALL TO ORDER Chair Hughey called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM.

ROLL CALL Roll was called and the following responded: Dwyer, Erion, Hughey, Saffell, Albers, Shannon and Price.

MINUTES Minutes for the May 13, 2012 Regular Meeting were approved as submitted.

PUBLIC COMMENT None.

REPORT

Council Report
Councilor Clark provided an update on recent Council activities including approval of water bonding for the Water Treatment Plant; 2014 budget, sales tax collections, downtown activities, oil and gas regulations, and marijuana regulations.

Staff Liaison Report

This is an information only item. Economic Development Director Betsey Hale reviewed staff reports and mentioned the Destination Loveland Facebook page has over 1,000 followers. She stated a USA Pro Challenge commemorative memorial will be placed at a Colorado Welcome Center. Commissioner Dwyer reviewed the Rocky Mountain Lodging Report and noted a 4% improvement in year over year occupancy numbers. Comments were made about the need to fill the "shoulder periods". Director Hale mentioned that staff was looking at a boutique hotel for downtown Loveland in the next two to three years. Discussion occurred about the need for event space in Loveland. Commissioner Dwyer felt Fort Collins was primed to go first with event space. Director Hale confirmed that a Bass Pro Shop was still in the works for Loveland.

Engaging Loveland

Kristine Koschke reviewed report highlites. She called for volunteers for the "Blues, Brews and BBQ" event and discussion security measures and the use of tokens for sales. She's had a great response in sponsorships for this event. Chair Hughey encouraged the Commissioners to attend and wear their name badges. Other updates included the sale of two additional hearts for a total of eight and a future event with the distilleries for a spirit tasting.

Wayfinding Subcommittee Report

Commissioner Erion announced the first sign is in place in front of the Visitor Center. Please drive by and send your comments to Frank Hemen. Chair Hughey mentioned the Subcommittee may want to consider replacing Commissioner Saffell on the subcommittee.

The general consensus of the Commission was to amend the agenda to hear New Business next as the speaker for the Discussion agenda item was delayed.

NEW BUSINESS

CMC Interviews and July / August Meeting Dates

The Commission determined the interview team would consist of Commissioners Dwyer and Albers, Councilor Clark and Staff Liaison Cindy Mackin. The goal is to complete the interviews and send the recommendations for commission members to Council for consideration at the August 6th Council meeting. The Commission approved cancelling the July CMC meeting and rescheduling the August meeting to August 7th.

RMCIT Update

Director Hale provided an update on activities at RMCIT. She mentioned the owners have made necessary property improvements including updating the fire suppression system to current standards. The owners have also made two capital investments in Northern Colorado outside of RMCIT.

Shannon

Commissioner Shannon invited the Commissioners to attend a wine tasting on Thursday from 5:30 to 7:30 to learn more about the NOCO Mini Maker Faire to be held October 5th at the RMCIT. Commissioner Shannon will email an invite to Commission members.

Business Appreciation Breakfast

Director Hale invited the Commission to the annual business appreciation breakfast on September 5th at the Embassy Suites at 7:30 am.

DISCUSSION/ACTION ITEMS

2013 Corn Roast Update

Loveland Chamber of Commerce Director Mindy McCloughan provided an update of activities for the 2013 Corn Roast event.

- Reviewed a map of the downtown area
- Ancillary events - two beer garden area
- Street closures on 4th begin on Friday, August 23 at 5:00 pm
- Staging area is at Railroad and 4th
- Parade starts at 8:30 am on Saturday, August 24
- Kiwanis are hosting a pancake breakfast
- At 11:50 am cyclists come thru the downtown route
- Mindy is working closely with city staff on emergency plans
- Volunteers are needed!
- Increasing marketing and advertising efforts
- Encouraging downtown business participation

Chair Hughey asked if the Visitor Center will have a presence downtown on Friday and Saturday. After some discussion, it was determined that it was not necessary but the Chamber booth could distribute the Visitor Guide brochure.

Certificates of Appreciation

Councilor Clark presented certificates of appreciation to Chair Hughey and Commissioner Saffell for their service to the Commission. Both Commissioner Hughey and Commissioner Saffell expressed their thanks and appreciation.

Next Meeting

The August meeting was moved to August 7, 2013.

PUBLIC COMMENT

None.

ADJOURNMENT

Having no further business to come before the Commission, the June 19, 2013 Regular Meeting was adjourned at 7:39 PM.