

CALL TO ORDER Secretary to the Board Dawn Wirth called the special meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:03 PM.

ELECTION OF CHAIR & VICE CHAIR

Ms. Wirth called for nominations for Chair. Nomination was made for Tom Dwyer. Commissioner Dwyer accepted the nomination. No additional nominations were made. **Nomination for Commissioner Dwyer to become Chair was seconded and approved by commission unanimously.**

Ms. Wirth called for nominations for Vice Chair. Nomination was made for Justin Erion. Commissioner Erion accepted and nomination was seconded. No additional nominations were made. **Nomination for Commissioner Erion to become Vice Chair was approved by the commission unanimously.**

ROLL CALL Roll was called and the following responded: Dwyer, Erion, Roth, Ziglin, Albers, Price, Shannon and Clark.

INTRODUCTIONS Commissioners introduced themselves and gave a brief

MINUTES Minutes for the June 19, 2013 Regular Meeting was approved as submitted.

PUBLIC COMMENT None.

REPORT

Council Liaison Report Councilor Clark gave a brief update on the City Council Meeting last night. He continued to the explained the recent issues before Council including gun control laws, hydraulic fracturing, and business incentive deals.

A further discussion ensued regarding the marijuana legalization's impact on tourism.

Staff Liaison Report

This is an information only item. Staff Liaison Cindy Mackin explained the Lodging Tax report. She commented that the June report was up by 27% however July lodging tax report was down by 14%. She explained the anomalies as to why July was down. The hotels were full but there was a very large tax exempt conference that was in town for 2 weeks.

Ms. Mackin continued with an update on the Visitors Center. She was excited with the increase in sales as well as visitor count. She announced that the Visitors Center is the only retailer selling the USA Pro Challenge Stage 6 merchandise.

A brief discussion ensued regarding the exciting events in Loveland and how full the hotels are.

Ms. Mackin announced the USA Pro Challenge race is only 2 weeks away. Discussion ensued on the impact and the exposure the race will bring to Loveland.

She continued with the results from the POW WOW conference she attended in June. She is already receiving a number of hits from the 60 plus meetings that she attended there.

Ms. Mackin explained the website results. A brief discussion ensued on the social media exposure and amazing growth for the City in this area.

She announced the City's participation in the sculpture show and Rand McNally contest. Discussion ensued.

Wayfinding Subcommittee Report

Vice Chair Erion gave an update on the Wayfinding Subcommittee. Moving ahead with getting the main thoroughfare signs up. He explained that CDOT denied the sign design. Public Works Director Keith Reester is trying to work with CDOT to reconsider approving the design. Good news is that the cost came in well under the original estimate. Discussion ensued on the status of this program.

DISCUSSION/ACTION ITEMS

Reallocation of Product Improvement Funds

Ms. Mackin explained the budget allocation. Currently, the bottom line budget is on target, however, the individual program lines are out of balance. There is extra money in Product Improvement that is not allocated for any projects or items but not much left in Marketing. Ms. Mackin would like the ability to pay for the Colorado Eagles partnership this year from Marketing and is requesting the Commission approve a reallocation of \$18,000 from Product Improvement to Marketing. Discussion ensued. **Motion was made to move \$18,000 from Product Improvement line item to Marketing line item. Motion was seconded and passed unanimously.**

Next Meeting

The next regularly scheduled meeting is September 18, 2013. Discussion ensued on topics for this meeting. A review of the upcoming events will be on the next agenda.

PUBLIC COMMENT

Diana McKinney, public citizen, asked if we will be using Instagram or Pinterest. Ms. Mackin stated that Visit Loveland will be taking over the State of Colorado's Instagram account during the USA Pro Challenge.

Second question was if all the impressions were paid for. Yes, Visit Loveland is paying for them but is working to get the free one.

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Additional question was asked about how to add an event to the calendar. Ms. Mackin gave instructions on how to do that.

ADJOURNMENT

Having no further business to come before the Commission, the August 7, 2013 Special Meeting was adjourned at 7:49 PM.