

- CALL TO ORDER** Community Marketing Commission Chair, Tom Dwyer, called the 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: Roth, Dwyer, Albers, Price, Shannon, Ziglin, Forster and Clark. Commissioner Erion arrived at 6:08 pm.
- MINUTES** Minutes for the August 7, 2013 Regular Meeting was approved with one amended to correct the date of the June 19 minutes to 2013 from 2012.
- PUBLIC COMMENT** None.
- REPORTS**
- Council Liaison Report City Councilor Clark provided a brief update on the City's activities with flood recovery. The State will reimburse 12.5% of what FEMA doesn't cover. The City and the Chamber are working together on a business assistance program. The State is working to open a pioneer road up the Big Thompson Canyon. The City lost the Idyllwild Dam and has decided not to repair it. The 2014 budget was approved with some capital projects on hold until final flood damage assessments are completed. There is no time estimate yet on when the tourist/RV accessible road to Estes will be completed.
- Staff Liaison Report This is an information only item. Staff Liaison Cindy Mackin highlighted the following items from the lodging tax and staff reports:
- Lodging tax was up 12% in August and 1% in September compared to the previous year
  - Overall budget and year-to-date spend is tracking well.
  - Visitor Center attendance numbers are up compared to the previous year.
  - A decision was made not to make a bid for the 2014 Pro Challenge but it will be considered for 2015.
  - Highlights were shared of the Governor's Tourism Conference in Telluride, October 1-4, 2013.
  - The Destination Loveland Fall newsletter was just distributed "fall in love in Loveland"
  - The Kiss Cam promotion with the Eagles will be kicking off soon.
- Wayfinding Subcommittee Report Vice Chair Erion stated all permits were approved by the state and signs are being installed on Hwy 34. The good news is they came in under budget. No estimate yet on the rest of the signs.

**DISCUSSION / ACTION ITEMS**

Supplemental budget request for discussion and consideration related to E.L. Events (aka Engaging Loveland)

Economic Development Director Betsey Hale introduced this item to the Commission by providing background on E.L. Events, the current board of directors, and a history of the City's financial contributions since 2006. Christian Bordewick, chair of the E.L. Events board, made a request to the Commission, asking for \$21,000 from the lodging tax fund to pay outstanding invoices from local businesses hired by E.L. Events for three community events. He stated E.L. Events would be dissolving the corporation immediately, the Executive Director resigned in August, 2013 and that the E.L. Event website was been taken down. Betsey clarified that per the Articles of Incorporation all assets are to be turned over to the City of Loveland upon dissolution. She asked the CMC to consider three questions:

1. Does the CMC want to consider the request?
2. Does the CMC have sufficient documentation regarding the nature of the requested expenses?
3. Does CMC want to provide more financial support for three events already supported financially by lodging tax dollars?

After some discussion the Commission chose to act on the matter immediately. A key discussion point was the consensus of the Commission to request E.L. Events pay any tax liabilities from their remaining assets. Commission Albers moved to recommend to the Loveland City Council that a supplemental appropriation of lodging tax dollars in the amount up to but not to exceed \$21,000 be approved to assist EL Events / Engaging Loveland with payment of expenses associated with three events and tourism marketing, pending written proof of the dissolution of EL Events, for the public purpose of supporting relationships with local businesses that engaged in good faith to market Loveland and hold community events. Commissioner Roth seconded the motion. Chair Dwyer took a vote and the motion passed unanimously. City Council Dave Clark made the following recommendations prior to this item going forward to Council for approval:

- Provide additional financial data for Council's review
- Be prepared to address the Octoberfest financial report
- Be prepared to discuss expenses ineligible for lodging tax support
- Does the E.L. Event Board of Directors have insurance? How does that factor?
- Discuss plans for continuing or not continuing events (Heart program, BBQ)

**Holiday Meeting Schedule**

Staff Liaison Mackin discussed the next two Commission meetings scheduled for November 20 and December 18 as these dates are close to the holidays. Calendars were checked and it was determined there would be a quorum for both dates. No rescheduling was necessary.

**NEW BUSINESS**

None

**PUBLIC COMMENT**          None

**ADJOURNMENT**          Having no further business to come before the Commission, the October 16, 2013 Regular Meeting was adjourned at 8:13 PM.