

- 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, Erion, Dwyer, Price, Shannon, Ziglin, Forster and Clark.
- MINUTES** Commissioner Erion moved to approve the minutes for the October 16, 2013 Regular Meeting. Commissioner Price seconded the motion. The motion was unanimously approved.
- PUBLIC COMMENT** None.
- REPORTS**
- Council Liaison Report City Councilor Clark provided a brief update on the City's election results which resulted in one new councilmember in Ward 1, Troy Krenning. Flood recovery work continues. Hwy 34 west to Estes Park will open on 11/21 with a ribbon cutting ceremony. The repaired road is paved with two lanes but no passing lanes at this time. The Disaster Assistance Center is relocating to open space at the Outlet Mall.
- Staff Liaison Report Economic Development Director Betsey Hale reviewed financial numbers and spoke about the under reporting that occurred in September for lodging tax collections as it skewed the numbers in October. Overall the lodging tax collections are up 10% year to date. November 23rd is the Winter Open House at the Visitor Center. The administrative technician position was posted on 11/15 and will close on 11/22. The goal is to have the hiring process completed by early January. A report on the ProChallenge race with more information on expenses will be brought to the Commission in January.
- Director Hale provided an update on the status of the EL Events. CMC's recommendation is scheduled to be heard by Council at their 12/17 meeting. Prior to that meeting the finance review will be completed. Final dissolution of EL Events is complete. Insurance coverage was verified but no coverage for this type of loss is available. Six hearts were delivered and are in storage. The EL Event Board is finalizing the completion of the hearts. Outstanding tax bills have been paid by the EL Event Board.
- Wayfinding Subcommittee Report Vice Chair Erion stated the Wayfinding Phase 1 is on track. Any remaining wayfinding funds in the 2013 budget will be requested to be rolled to the 2014 budget.

DISCUSSION / ACTION ITEMS

Supplemental budget appropriation discussion and consideration for funding of two destination events in 2014

Economic Development Director Betsey Hale introduced this item. Staff is recommending financial support of two shoulder season community events; Snow Sculpture in February, 2014 and Oktoberfest in September, 2014. The funding request is for \$25,000 per event for a total funding request of \$50,000. The full cost of these events is not known as the City only provided partial sponsorship in the past. This is why the request is for \$50,000 in addition to the \$24,000 currently in the 2014 budget. Chair Dwyer raised concerns about sponsorship requests now that EL Events is no longer the first point of contact for these types of requests. Director Hale commented that 2014 is a transition year and events for 2015 will likely look very different. Commissioner Clark asked if there will be other sponsors or donations for these events. Director Hale responded that the City will not be seeking sponsors for Snow Sculpture due to the very short planning timeframe. Oktoberfest will be a partnership with local businesses. There was general discussion on the city's role with community events and what model will replace EL Events role in organizing community events.

CMC Chair Dwyer asked for comments from the Commissioners on the funding request. Discussion ensued. Commissioner Erion made a motion for the CMC to appropriate \$50,000 of lodging tax collections to the 2014 budget to support two shoulder season community events, Snow Sculpture and Oktoberfest with a performance agreement with measurements for Oktoberfest.

NEW BUSINESS

Director Hale mentioned Staff Liaison Mackin is meeting in mid-November to discuss Estes Park assistance and an EDA grant. She is also holding conversations with Estes Park and Fort Collins regarding joint marketing efforts to help drive business to Estes.

Betsey announced the Loveland Chamber of Commerce and Leadership Loveland are holding a flood relief fundraiser on February 22, 2014 called "Dancing with the Stars".

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the November 20, 2013 Regular Meeting was adjourned at 7:51 PM.