

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: Albers, Roth, Dwyer, Price, Ziglin, Forster and Clark. Commissioners Erion and Shannon were absent.

MINUTES Minutes for the November 20, 2013 Regular Meeting were approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Councilor Clark provided an update on recent Council actions including downtown planning, defining public use of marijuana in regards to the new Amendment 64 law, and oil and gas regulations. Flood recovery efforts continue to be a focus of the city. Councilor Clark discussed the 12/17/2013 Council meeting. CMC recommended to Council to pay the outstanding invoices from vendors that provided services to EL Events from the Lodging Tax fund. Council did not approve this recommendation.

The Commission discussed the impacts of Council's decision and options for pursuing this topic.

Staff Liaison Report Staff Liaison Mackin presented key highlights from the staff report:

- Lodging tax is up 23% over last year
- Almost at \$700,000 mark for collection in 2013
- Successful Winter Open House at the Visitor Center with largest sales day and over 600 attendees
- Opening of Highway 34 to Estes Park
- Snow Sculpture Event
- Hiring of additional full time staff person
- Destination Colorado Front Range Showcase

Suggestion was made by Commissioner Dwyer to have a monthly/quarterly drawing to capture mailing and email addresses.

Wayfinding Subcommittee Report

Staff Liaison Mackin discussed a change to the size of the H frames to support additional signage at a cost of an additional cost to the program of \$20,000.

DISCUSSION / ACTION ITEMS

Presentation from Nicole Yost with Fyn PR

Presentation was focused on the social media. She reviewed the statistics for Facebook and Twitter. Key Facebook attributes: 1.195k translates to 1,195 individual likes, new fans for the time period, and page impressions. They may look at doing some level of sponsored posts (paid) in the future. Sharing of quality photos is a key activity for Visit Loveland website to increase page impressions as well as links within the content. Other graph shows where the page impressions are coming from and page post is where Visit Loveland is getting the most attention. She also discussed tags, check-ins and reviews. Fan and user post categories are opportunities for growth. There was discussion about creating simple incentives for the public when they check-in, complete surveys, signing up etc. Twitter attributes: since April 2013 have 158 followers. Most of staff time is focused on Facebook than twitter. Nicole discussed social media plans for 2014. Visit Colorado has a social media sharing program. They are working to close a deal for Loveland to use the program for a "social media take-over" for Valentine's Day events. In 2014, they will work to increase connection with local partners by creating a social media partner sharing program. Ideas were shared for a couple of creative activities in Loveland – the monster in Lake Loveland and having an audio/video tour of the sculptures which leverages existing attractions.

NEW BUSINESS

Commission Roth brought copies of the Chamber's 2014 Community Profiles and reminded the Commission of the Chamber's annual dinner on January 17th at the Embassy Suites.

Councilor Clark announced the Chamber's Dancing with the Stars event that will benefit the Business Flood Relief Food in February, 2014 at the Embassy Suites. Check the Chamber website for more information.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the December 18, 2013 Regular Meeting was adjourned at 7:48 PM.