

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, Dwyer, Erion, Forster, Price, Roth, Shannon and Ziglin. Council Liaison Clark was absent.

MINUTES Minutes for the December 18, 2013 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT 6:03pm – 6:06pm
Peggy Shockley of Loveland Lake to Lake Triathlon requested more than word of mouth advertising to promote the 2014 event and requested the criteria for funding, comparing her event to Snow Sculpture in the Dark. Shockley mentioned that World Triathlon Corporation out of Boulder, Colorado has a lot of funding for their events. Staff Liaison Mackin discussed how the City took over the Snow event due to EL Events dissolving, and it was worth doing because this is a nationally sanctioned event during the off-peak season. Mackin informed Shockley that there are non-monetary ways the City can help promote her event such as e-newsletters and the website, and also that the 2014 budget was allocated in 2013 and this event was not included in the budget.

REPORTS

Council Liaison Report None

Financial Report Staff Liaison Mackin presented key highlights from the financial report:

- Lodging tax was up 19% in December 2013
- At \$746,134.95 for 2013 not including 13th month numbers

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

- Introduced new employee Beata McKee
- Visitor Center sales increased by 62% in 2013
- E-newsletter now goes out to over 8,000 people and will be receiving weekly leads from RMNP
- Meeting scheduled for next week to get status of the EDA grant, will provide update at next meeting
- Mile High Holidays was a great success thanks to the Denver CVB
- Snow Sculpture in the Dark is being worked on by Marcie Erion and Sally Buonpane

Suggestion was made by Commissioner Dwyer to contract out events so not to have staff spend significant time on them.

PR Report

Staff Liaison Mackin presented key highlights from the PR Report:

- Increased website impressions
- Experienced Facebook and Twitter growth
- Working on getting additional/finalized breakdown data for PR value
- Top 10 list on VisitLovelandCO.com is the most-viewed page

2013 Year-End Report

Staff Liaison Mackin presented key highlights from the 2013 Year-End Report:

- Hiring of staff for Visitor Center and staff to assist with promoting Loveland complete
- Partnered with nearby cities to host Pro Challenge 2013, resulting in the single largest web traffic day in 2013 and great exposure for Loveland
- Partnered with Colorado Eagles on the ECHL All Star game which was broadcast to over 10 million fans and had Loveland on-screen most of the time
- Partnered with the Budweiser Events Center as the title sponsor of their website which received over 820,000 visitors in 2013
- Discussed trying an effort similar to Go The Extra Mile to assist hotels with training in 2014
- Hopeful that groups will contact the Visitor Center when coming to town so that the Visitor Center can put together information and gift bags for the groups
- Provided update on the Wayfinding project, mentioning that signs should be coming up soon along 287 and US 34. Currently appealing the I-25 signage.
- Goals for 2014 to include promoting off-peak events more and tracking the metrics for our marketing efforts

DISCUSSION / ACTION ITEMS

Presentation from Susan Ison

6:55pm to 7:09pm

Cultural Services Director Susan Ison provided an update on the Goya exhibition last year at the Loveland Museum/Gallery. Planning began three (3) years in advance. The public was very interested and tracking showed that there were over 6,000 visitors from 45 states and 48 countries. 80% of the visitors were from Colorado, but only 30% lived in Loveland. Ison vocalized her gratitude for the support and opportunity to make the Goya exhibit happen. She is currently working on a large exhibit for the future but is having difficulty getting pieces loaned.

NEW BUSINESS

Staff Liaison Mackin addressed that the Visitor Center guides are nearly gone. 70,000 were ordered in 2013 and were expected to last through April of 2014, showing that the effort was successful. Commissioner Dwyer proposed printing a small guide that can be updated with calendar information in addition to the larger guide. Visitor Center Director Gary Light commented that 12,000 were distributed to local business and that the larger guides work well because they

get placed in several slots on the racks, resulting in greater visibility, and are also easy to carry. Mackin discussed the partnership with Rocky Mountain National Park in distributing these guides to everyone who requests information on the Park, which will increase the printing needs from 70,000 to 85,000. Commissioner Price recommended adding a specific tagged link in the guide to effectively track, including a page for printing online coupons.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the January 15, 2014 Regular Meeting was adjourned at 7:54 PM.