

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, and Shannon. Council Liaison Clark and Commissioner Ziglin were absent.

MINUTES Minutes for the January 15, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report None

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

- Collected over \$43,000 in January 2014 (increase from 2013)
- Visitor Center sales increased by 91% for the month of January
- Visitor Center visitors increased 27% for the month of January
- There were several days that all hotels were sold out in the month of January

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

- Mackin will be attending the Go West Summit at the end of the month. Several meetings are scheduled and she will be handing out press kits, one-sheets and boxes of chocolates with business cards.
- Mackin will also be attending DMAI this year with the opportunity to become an accredited DMO.
- Visit Loveland had a presence at 2 Eagles games in February, promoting Snow Sculpture in the Dark and the Valentines Re-Mailing program.
- Snow Sculpture in the Dark had a great turn-out and the restaurants were full.
- Commissioner Ben Price created several videos of the event and Mackin wanted it to be on record that he was not commissioned or paid to create these videos, they were a voluntary effort.
- Wayfinding signs are being installed but there was a problem with the sheets. A meeting is scheduled for February 28th. Additional funds may need to be requested.

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

- January was a record-breaking month for website traffic and PR.
- Sunset Magazine has great reach throughout US. PR value over \$500k.
- Snow Sculpture in the Dark received over \$148k in PR value thanks to news stations, web presence, radio.

- Colorado Meetings and Events requested an editorial.
- 94 new Facebook fans.
- Over 9,500 leads in our newsletter database. Getting leads through our CVB partnership with Boulder, Longmont, Greeley, Ft. Collins.

DISCUSSION / ACTION ITEMS

Presentation from Sally Buonpane

6:35pm to 6:55pm

Event Planner Sally Buonpane provided an update on the Snow Sculpture in the Dark competition in Downtown Loveland earlier this month. The event was tied in with the Love + Light Show at the Loveland Feed & Grain. She started with 3 goals/ideas: 1) improve the experience; 2) work with private sector to increase sponsorships and business involvement; 3) increase attendance. Buonpane first had to acquire the artists and managed to get 9 teams this year. Staff Liaison Mackin helped acquire free hotel rooms and Buonpane acquired free jackets with Snow Sculpture in the Dark logo. She also had to find a place to have snow made. Buonpane started spreading word about the event in January and begin working on getting sponsorships from Loveland and Ft. Collins businesses. During the event free hot chocolate, chocolates, cupcakes, wagon rides, and kettle corn were available as well as ring toss for kids. Live music was from Wendy Woo. Buonpane marketed her efforts along with HeidiTown, Jax, newspaper articles with regional partners, and 65 Roses for Cystic Fibrosis. She created a post-survey for downtown business owners and received feedback that many had record days but would prefer that the event not be held on Valentine's Day weekend. Improvements for the following year should include enhancing the experience for kids and having more lead time to coordinate the event. Staff Liaison Mackin presented a PPT of photos from the event.

NEW BUSINESS

Staff Liaison Mackin addressed that she was approached by the sculpture shows for a shuttle bus sponsorship and had to explain that Snow Sculpture in the Dark received more funding due to it being an off-season event. Commission Chair Dwyer responded that the biggest challenge is deciding what we should sponsor and that funding should be reviewed for 2015 to determine how it should be broken out.

PUBLIC COMMENT

7:06pm to 7:09pm

Visitor Center Manager Gary Light spoke on the great amount of traffic the Visitor Center received in February thanks to the Valentine Re-Mailing program at the Chamber of Commerce. He also questioned the length of the Snow Sculpture in the Dark event and asked if it can be shortened. Event Planner Buonpane responded that it could possibly be shortened by a day but not any more since all of the sculptors need the same amount of time to sculpt.

ADJOURNMENT

Having no further business to come before the Commission, the February 20, 2014 Rescheduled Meeting was adjourned at 7:16 PM.