

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

MINUTES Minutes for the February 20, 2014 Re-Scheduled 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 almost \$55,000 in lodging tax in February 2014 (over 30% increase from 2013 and more than summer month collections)
- Visitor Center sales increased by 30% for the month of February
- Visitor Center visitors increased 14% for the month of February

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

- Mackin and Economic Director Betsey Hale attended Go West in Seattle, WA last month. Mackin noted the importance of having hotel chains work with tour and receptive operators since international bookings are primarily through these operators. Hotels are not likely to do this because the operators ask for 20%.
- Visit Loveland is placing a full page print ad in the United Airlines Hemispheres ad. This ad will run all of April on each of their flights to 360 destinations in 63 countries. The \$10,000 ad cost is being split 50/50 between Visit Loveland and Economic Development.
- Currently looking into the possibility of applying for an RTA grant but this is in the very preliminary stages of the discussions. Mackin to report more on this topic at the next scheduled CMC Meeting in April.
- 13 Wayfinding signs are installed and approved. Additional signs to assist with direction will go up as Phase 2.

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

- Revising how media campaigns are measured by focusing on activity, attention, awareness, attitudes, and actions. This will pose the challenge of not having specific numbers to use for measurement but will allow Visit Loveland to become more targeted and web-driven.
- Nicole Yost of FYN PR will present more on this topic at the April CMC Meeting.

- Considering using DestiMetrics to help with tracking PR (should consider for the 2015 budget).
- Have reached over 10,000 names in the e-newsletter distribution list.

DISCUSSION / ACTION ITEMS

Staff Liaison Mackin mentioned that she would like to get budget ideas emailed to her over the next month so discussions can begin in April, revisions in May, and the vote in June. Vice Chair Erion favored spending money on big-scale items such as the United Airlines Hemispheres ad where we reach many people and spend smartly. He also stressed the importance of having reserves. Commission Chair Dwyer stated that we need to decide how we are going to determine where the funds go, whether for Sylvan Dale contributions, sculptures, RTA, etc. Alternate Forster asked if the City plans to take on events such as Snow Sculpture in the Dark. Mackin stated no, but that the City will be taking on the Oktoberfest event in September. Even though the Snow Sculpture in the Dark event was successful, additional spending would be required to improve programming. The City did not lose or make money on the event. Need to include events such as these in the budget discussions. Pro-Cycling is a consideration for 2015. The event would start in Loveland and continue through Fort Collins to Estes Park. Cost was \$100,000 in 2013. Mackin stated that we should consider other events that would bring visitors during the off-season (when hotels are not sold out) such as wrapping trees and having carolers at Benson Sculpture Park or Chapungu. Additional budget and event discussions will be held during the April CMC Meeting.

NEW BUSINESS

Staff Liaison Mackin addressed measuring and gauging success in 2015. She mentioned that the current videos on the Visit Loveland website are too long and outdated. Shorter videos and possibly a commercial are needed, as well as a mobile app for website viewing. Considering using DestiMetrics to find out what is driving people to Loveland. Mackin also mentioned the possibility of a trial run of downtown and airport shuttles during peak summer months. Visitors Center Manager Gary Light commented that a new transportation shuttle between Denver and Fort Collins will have a stop near the Visitors Center. Light asked if we can direct and of the RTA money to the local airport. Mackin responded that the City has already asked for \$3 million but a tower would have to be built to guarantee a commercial airline coming to the airport. Commissioner Price stated that Victoria, TX received \$3 million and an air traffic control tower, and that Jason Milewski from Victoria could help Loveland with this task. Price also mentioned that vehicle wraps for buses should be considered, to which Mackin responded that she has already spoken to the Public Works department and the cost would be around \$20,000 per bus.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the March 19, 2014 Regular Meeting was adjourned at 7:18 PM.