

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, Forster, Roth and Shannon. Council Liaison Clark arrived at 6:02 PM. Commissioner Ziglin arrived at 6:05 PM. Commissioners Price and Erion were absent.

MINUTES Minutes for the March 19, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The fracking election date was changed to June 24, 2014.
- Thanks to a partnership between the Chamber of Commerce and City of Loveland, many local businesses were assisted during the flood recovery.
- A strategic plan for US 287 improvements is in place.
- I-25 improvements are estimated at \$1.2 billion and expected to take place in 10+ years.
- The City is in the process of hiring a new City attorney.

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

- Collected over \$53,000 in March 2014 (16% increase from 2013 for a total increase of 19% year to date).
- Visitor Center sales increased by 124% for the month of March from 2013 to 2014.
- Visitors to the Visitors Center increased by 1 person for the month of March, contributing the increase in sales to better merchandise and marketing.

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

- Mackin attended Pow Wow (IPW) in Chicago, IL. Commissioner Ziglin also attended. The show was successful and resulted in 2 Brand USA FAM tours coming to Loveland: 15 people from Germany on May 8 and 17 people from the UK on May 17. They will be treated to a variety of activities in Loveland and the UK group will be staying overnight.
- Visitor guides are printed. Boxes were delivered earlier in the day to Certified Folder for distribution in several states.
- 5 additional wayfinding signs will be going up as Phase I (included in the budget). Phase II will consist of 14 smaller signs that will be bid on and designed. The next wayfinding meeting will be in June.
- The City is continuing to pursue the RTA grant. A meeting was held earlier in the week with local developers and they have agreed to move forward.
- Loveland was in the news once again with the release of the Gallup-Healthways report, listing Loveland-Fort Collins as the #3 happiest and

healthiest cities.

PR Report

Staff Liaison Mackin introduced Nicole Yost of FYN PR to discuss the new method of reporting social media, website and PR data.

DISCUSSION / ACTION ITEMS

Social Media/PR Presentation from Nicole Yost of FYN PR

6:45pm to 7:00pm

Yost presented that she is currently working on the spring and summer push by promoting sculpture shows, Sylvan Dale and fly fishing in the newsletter. The Visit Loveland newsletter open rate is 24.5% compared to the industry average of 16.4%. Yost expanded on how changes to social media and PR will be reported, noting that activity will show PR first followed by social media and website analytics; attitudes will show how others "feel", whether generally positive or negative; and actions will be tied to what is happening in Loveland with the goal to increase visits and lodging.

Budget Presentation from Staff Liaison Cindy Mackin

7:00pm to 8:02pm

Mackin presented the first draft of the 2015 budget, noting that the budget is "pie in the sky" at \$995,000. The 2014 budget was \$705,980 with \$908,000 of reserves in the fund balance. The breakdowns for the requested budget were presented in the following groups:

Advertising/Marketing: \$450,000 (\$100,000 more than 2014) and includes newsletters, banner ads, magazine ads, radio campaigns, Certified Folder Display, FAM tours, contracted services, community events (Snow Sculpture in the Dark, Oktoberfest, Thunder in the Rockies, and others), tradeshow, conventions, memberships, partnership with The Ranch, and the website. Mackin noted that she is collaborating with the Budweiser Events Center to direct more people to VisitLovelandCO.com by promoting "enter to win tickets" on their website. She also mentioned that the website is poorly laid out and in need of a redesign. In addition, not being a Word Press website is preventing the site from being among the top sites in search engines, particularly Google.

Council Liaison Clark supported the increase, stating that the lodging tax uses other people's taxes, not Loveland's residents, and was created to bring people to Loveland and increases visitor spending/sales tax. He said that the numbers keep increasing and to keep moving forward.

Visitors Center: \$190,000 and includes advertising, food, supplies, utilities, postage and salaries. Mackin noted that \$40,000 had to be moved to Visitors Center for salaries but was previously in another account.

Product Improvement: \$50,000 and includes visitors guides, monument signs and QR codes for the sculpture park.

Staffing: \$175,000 and includes 2 full-time employees, travel, benefits, schooling and memberships.

One-time supplemental: \$135,000 for website redesign (\$15,000), Destimetrics to help measure ROI, surveys and market research (\$20,000), and Pro-Cycling Challenge (\$100,000).

Each commission member present supported the proposed budget based on the positive progress that has been made. Commission Chair Dwyer stated that a "report card" should be provided to the community at the end of the year.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the April 16, 2014 Regular Meeting was adjourned at 8:02 PM.