

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, Clark, Dwyer, Forster, Roth and Ziglin. Commissioner Shannon arrived at 6:06 PM. Commissioner Price arrived at 6:28 PM. Commissioner Erion was absent.

MINUTES Minutes for the April 16, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The Chamber raised over \$100,000 and the City of Loveland donated over \$550,000 for 53 businesses as part of the flood recovery.
- Council opposed the fracking moratorium vote and the Chamber unanimously opposed it.
- The gas station at 1st and Lincoln applied for historic preservation but it was denied.
- Priority Based Budgeting is currently in-progress.
- The City is looking for a Public Works Director, Parks & Recreation Director, Fire Chief, and City Attorney.
- The Fairgrounds Park is to open by Memorial Day while complete restoration could take years.

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

- Collected over \$65,500 in April 2014 (13% increase from 2013 for a total increase of 18% year to date).
- Visitors Center sales increased by 26% for the month of April from 2013 to 2014.

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

- Mackin and staff attended the Loveland Hotel Association meeting the day prior. Hotels are not willing to have people surveying their guests in their lobbies. Commission Chair Dwyer recommended that the Visitors Center conduct surveys and that Visit Loveland send out a survey throughout the summer to the hoteliers on a weekly basis to get information on room occupancy, where most of their guests came from, and purpose of travel. Dwyer also recommended utilizing mobile apps.
- The summer kick-off celebration at the Visitors Center open house brought over 800 people to the event.
- Mackin presented a PPT slideshow of photos and discussed the 2 Brand USA FAM trips that came to Loveland in May: 14 people from Germany and 17 people from the UK. Both groups were treated to food from Stout Market, beer from local breweries, horseback riding and s'mores by the

campfire at Sylvan Dale, and the UK group was also treated to shopping at the Outlets, a tour of Benson Sculpture Garden, and an overnight stay at the Embassy Suites.

PR Report

None

DISCUSSION / ACTION ITEMS

Budget Presentation from Staff Liaison Cindy Mackin

6:30pm to 7:10pm

Mackin presented the revised draft of the 2015 budget. The original draft was presented in April. Mackin noted that after discussing with Economic Director Betsey Hale, a supplemental budget would not be included and the proposal was only for an operating budget of \$875,000. The budget will be presented to City Manager Bill Cahill on June 13, 2014. The budget was broken down into the following groups:

Advertising/Marketing: \$460,000 and includes but is not limited to the Eagles sponsorship, magazines, Certified Folder, radio, website including mobile app, conventions and tradeshow, Ranch partnership, PR, social media, community events.

Visitors Center: \$190,000. 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 but is not limited to visitors guides.

Staffing: \$175,000 and includes salaries and travel.

Mackin noted that if \$800,000 is spent in 2014, \$75,000 will be pulled from 2015 reserves. A supplemental request for Wayfinding signs will be requested later this year. Each commission member present supported the proposed budget. The 2015 Destination Loveland proposed budget was unanimously approved.

NEW BUSINESS

7:10pm to 7:25pm

Staff Liaison Cindy Mackin mentioned a new tourism and ambassador training plan that Fort Collins is investing \$35,000 into for their front-line staff. Mackin asked Commission Chair Dwyer if he felt that this would be beneficial or if the turn-over is too high for that sort of financial commitment. Dwyer responded that the idea is a good one but doesn't feel that it would be measurable, to which Mackin responded that possibly training the person who is training the front-line staff would be a better option. Dwyer recommended that a training session be implemented in Loveland once per month and Visitors Center Manager Gary Light could oversee the training. In addition, Dwyer suggested creating DVD's that the employees could take back to their place of business, noting that Mackin should figure out how to fund this and the CMC would approve immediately.

Visitors Center Manager Gary Light spoke on the topic of a lack of attractions in Loveland, noting that visitors can go to the Benson Sculpture Garden but have few options afterwards. Light proposed a “create your own adventure” program utilizing personnel. Commission Chair Albers recommended a phone app for this purpose. Light stated that QR codes are needed, similar to what Fort Collins currently does with their dining guide.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the May 21, 2014 Regular Meeting was adjourned at 7:25 PM.