

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, Price, and Roth. Commissioner Ziglin arrived at 7:21 PM. Council Liaison Clark and Commissioners Forster and Shannon were absent.

MINUTES Minutes for the May 21, 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 \$56,000 in May 2014 (8% increase from 2013 for a total increase of 15% year to date – lowest increase of the year but Loveland is number 1 in occupancy across the state).
- Visitors Center sales increased by 56% for the month of May from 2013 to 2014.
- Visitors to the Visitors Center decreased for the month of May, possibly due to counting people outside during the open house event in 2013. Outside visitors were not counted in 2014.

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

- A writer that came through Loveland during one of the May FAM trips is planning to return for a stay at the Embassy Suites. She would like to see the farm-to-table process. In addition, she would like to go to Sunrise Ranch and Sylvan Dale during her visit.
- Oktoberfest tickets will be going on sale this week. The event will be Colorado-style with German flair.
- The Colorado Tourism Office newsletter went out to over 80,000 people. Visit Loveland will be featured again next May and June for both the in-state and out-of-state newsletters.
- Wayfinding is almost complete with the exception of the Centerra signs due to a compliance issue. The committee is willing to accommodate the request to powder-coat the poles brown.

PR Report Staff Liaison Mackin briefly discussed the half page editorial in Colorado Meetings and Events, success of the 2 FAM trips, and the continued growth of the newsletter distribution list.

DISCUSSION / ACTION ITEMS

Monument Signs Presentation from Ed Dolan and John Shaw of Davinci Signs and Shelley Aschenbreener of City of Loveland Public Works Department

6:35pm to 7:00pm

Dolan and Shaw presented 3 monument sign concepts for the northern and southern boundaries of Loveland along I-25 (exact locations to be determined). Prices for the signs would range from \$150,000 to over \$300,000 per sign depending on size, illumination requirements, landscaping, and other factors. CDOT would require that both signs be put in simultaneously – one cannot be put in without the other. In order to proceed to the next steps, the project would have to go through the bidding process. No funding has been applied to this project.

Chair Dwyer and Commissioners Erion and Price conveyed that they all believed this money could be better spent elsewhere.

Supplemental Appropriation Request Presentation from Staff Liaison Cindy Mackin

7:00pm to 7:55pm

Mackin presented the request for a supplemental appropriation (requiring a motion). The total request for \$180,000 was broken out into the following groups:

Wayfinding Phase II: Requesting \$100,000 although the estimate is \$85,100. This would complete Phase II and consists of 14 signs. If approved, this would go to Council on July 1st and again on July 15th for approval. The process takes 5-6 months for installation.

Fiber at the Visitors Center: Requesting \$40,000 which would be a one-time cost to bring high speed internet, access to files, intranet and printers at the City, and the ability to get VOIP when the City converts. Comcast would be over \$500 per month and the speeds are not guaranteed.

Commissioner Erion proposed moving forward with Comcast rather than Fiber due to the Visitors Center being such a small business and the uncertainty of where technology will be 7 years from now when Fiber is paid off.

Snow/Winter Event: Requesting \$15,000 for the 2015 event. The money is needed in 2014 so contracts can be signed. Lighting the buildings in downtown, including a laser light show, is a consideration for the event. The project would have to be submitted for bid.

Thunder in the Rockies: Requesting \$10,000 to be a sponsor at the 2014 event. The event is the largest in Loveland, bringing over 50,000 people for one weekend. 90% of the people are not from Loveland. The Visit Loveland logo would be on everything appropriate to market the event and expand it as a Loveland destination. Visit Loveland would have a booth at the event with the ability to survey people. The event was approved for 2015 but not 2014.

Commissioner Albers agreed that this event is important to sponsor.

Website: Requesting \$15,000 for a website overhaul. Lack of responsive design, poor SEO, inability to update many components of the site without incurring additional fees, and faulty calendar functionality are the main issues of concern. Requested quotes from three companies and two of the three were under \$15,000. In order to launch a new website in January the process has to be started now.

Commissioner Erion recommended reaching out to Madwire, to which Mackin responded that they were among the three companies selected for quotes.

Motion: Motion was made to approve the proposed supplemental appropriation as submitted for a total of \$180,000. Motion passed unanimously.

Ben Price's Resignation from the CMC

7:55pm to 8:04pm

Commissioner Price announced his resignation from the CMC, citing that he is unable to work in Loveland as an independent contractor due to conflict of interest with his position on the CMC. Price will continue to attend the monthly CMC meetings as the public.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the June 18, 2014 Regular Meeting was adjourned at 8:04 PM.