

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, Shannon and Ziglin. Vice Chair Erion and Council Liaison Clark were absent.

MINUTES Minutes for the August 20, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT Nancy Garnand, a Loveland resident and president of the Loveland Rotary Club, requested additional funding or marketing to bring visitors to the Governor's Art Show at the museum. Currently a local show, she would like for it to become more. Commissioner Albers voiced concern that additional space would be needed to support this, to which Garnand replied that they would be willing to move to a different location but that the show runs for a month, leaving few options.

REPORTS

Council Liaison Report None

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

- Collected over \$96,000 in August 2014 (13% increase from 2013 for a total increase of 16% year to date). This was a record for most collections in the history of the lodging tax for a single month, beating the previous record set in July.
- Visitors Center sales decreased by 45% for the month of August from 2013 to 2014. This was due to the sales of Pro Cycling Challenge merchandise in 2013.

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

- The annual winter open house event is coming up in November, for which staff is already planning. Noodles and Company will be providing food, and other activities will include pictures with Santa and performers.
- Staff created a new tagline for the upcoming state vacation guide: Loveland, Colorado – Your Adventure Begins.
- Oktoberfest was promoted on 2 TV stations.

PR Report None

DISCUSSION / ACTION ITEMS

Big Sky Conference Tournament Bid – Presentation by Cindy Mackin

6:25pm to 7:00pm

Staff Liaison Mackin and staff met with the Budweiser Events Center, University of Northern Colorado and several hotels to discuss a bid to bring the 2016-2018 tournament to Loveland. Due to time constraints, staff had to begin moving

forward with the bid prior to the CMC meeting, understanding that if the CMC was not willing to commit the funds then the bid process would stop immediately. Financial requirements to bring the tournament to Loveland would be \$150,000 per year. The economic impact is estimated at \$7-13 million per year for the week for a shoulder season event taking place in March, and media coverage would be on ESPN. The committee is expected to make a decision on which cities are in the running in October, with final selection in late January to early February. Chair Tom Dwyer stated that the rates would be set by the hotels and discounts would not apply. He voiced concern that the rooms would be blocked and that the teams that lose quickly would leave immediately. Although absent, Council Liaison Dave Clark asked staff to convey his support.

Motion: Motion was made for \$150,000 per year to support the Big Sky Tournament Conference coming to Loveland in March of 2016, 2017 and 2018, in the event the bid is awarded to Loveland. Motion passed unanimously.

Fireworks Committee Presentation by Cindy Mackin

7:00pm to 7:10pm

City Council is looking to start an exploratory sub-committee and financial support to improve Loveland's annual fireworks display, and requested two volunteers from the CMC. Several members voiced concern, such as that the hotels are already full that time of year, the event is huge as it is, and last year more money was requested for police because they were overwhelmed with the event as it was. All members agreed they would consider if they knew more information and details.

Regional Tourism Act (RTA) Update by Cindy Mackin

7:10pm to 7:12pm

The CMC's \$50,000 support of the RTA passed on the first reading at the Council meeting on September 16, 2014, and has to go to a second reading. The scope for the RTA project is still being defined.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the September 17, 2014 Regular Meeting was adjourned at 7:12 PM.