

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: Clark, Dwyer, Forster and Roth. Vice Chair Erion and Commissioners Albers, Shannon and Ziglin were absent.

MINUTES Minutes for the September 17, 2014 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT 6:03pm-6:06pm
Ben Price of Loveland ran across an article in Hemispheres Magazine while traveling out of state. The article focused on craft beer and mentioned Verboten. He contacted Verboten and they were not aware that they were in the article.

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- Council approved the proposed City of Loveland budget at the first reading the night prior. This included the Visit Loveland budget.
- An election will be held in February 2015 to vote on creation of a DDA, and the following November an election will be held for creation of the taxing entity. A Business Improvement District could form within 5 years.
- Sprouts is still uncertain and issues are being worked through.
- The regional police facility also has some issues that are being worked through.
- The airport is on agenda for the following week.

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

- Collected over \$91,000 in September 2014 (14% increase from 2013 for a total increase of 15% year to date). Staff expected a decrease due to the influx of lodging tax in 2013 from the flood.
- Visitors Center sales decreased by 4% for the month of September from 2013 to 2014. However, traffic was up. Staff is working on remerchandising and adding new inventory.

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

- Staff is currently working on the development of a new website which should launch in February 2015.
- The daytime portion of Oktoberfest was well attended but the evening concert was not very successful. Staff is scheduled to meet the following week to recap the event.
- The Big Sky bid was submitted in late September and is under review. 7 cities applied for this bid.
- A regional marketing campaign with Estes Park, Greeley, Fort Collins and Boulder resulted in a website and email marketing campaign.

PR Report

Staff Liaison Mackin presented key highlights from the PR/Social Media Report:

- The Explore Colorado segment that was filmed by Jennifer Broome in September featuring the Devil's Backbone aired in early October. She returned the previous week to Osborn Farm and filmed a segment that will air in the following days.

DISCUSSION / ACTION ITEMS

Council Liaison Clark commented that Council is interested in making the July 4th fireworks bigger and better, but that City Manager Bill Cahill would prefer not to grow the event. Council recommended that the CMC fund the event. Chair Dwyer commented that the hotels are already at capacity during that time of the year.

NEW BUSINESS

None

PUBLIC COMMENT

6:54pm-6:59pm

Elise Van Dyne of Loveland hosted the NoCo Mini Maker-Faire at RMCIT. Attendance in 2013 was 3,300 and over 4,000 this year. She used to run the Great American Beer Festival and helped grow the event into what it is now. Van Dyne requested a collaboration from the CMC to help the Maker Faire grow. Chair Dwyer recommended that she speak with Visit Loveland staff on marketing coordination. If funding is requested, it will need to be brought to the CMC for a vote.

ADJOURNMENT

Having no further business to come before the Commission, the October 15, 2014 Regular Meeting was adjourned at 7:05 PM.