

**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, Erion, Forster, Roth, Shannon, and Ziglin.

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

**PUBLIC COMMENT** None.

## **REPORTS**

Council Liaison Report Council Liaison Clark reported on the following:

- Council denied a subdivision plan for Northern Loveland.
- The Loveland Downtown Partnership (LDP) was awarded \$500,000 and now have to form a Downtown Development Association (DDA). This will go to the voters in February 2015.

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

- Collected \$69,567.13 in November 2014 (3% increase from 2013 for a total increase of 13% year to date).
- Lodging tax collections are expected to exceed \$800,000 for the year.
- Visitors Center sales decreased for the month of November from 2013 to 2014. This is due to the Winter Holiday Ornament Council sales that were included in the revenue totals for 2013. Sales in 2014 are up 12% from 2013. Traffic was up by 32% for the month, 9% for the year from 2013.
- Dave Clark commented that there are \$1.1 million in reserves but supplementals are not accounted for in that number and he would like to see all numbers for the budget (reserves, spent, etc), but especially the end of year reserves.

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

- Staff and volunteers hosted the annual winter open house, which was a great success.
- The winner of the bid for the USA Pro Cycling Challenge (USAPCC) will be announced the following week.
- John of Perfect Square is currently finishing Phase II of Wayfinding signs. The designs will go to bid in early spring. Contract will be awarded and signs will be up by beginning of August 2015.

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

- Secured coverage in The Coloradoan for a NoCo holiday guide. The guide featured mostly Loveland.

## **DISCUSSION / ACTION ITEMS**

### Loveland Fire and Ice Festival – Presentation by Nate Webb of Blazen Illuminations

6:25pm – 6:50pm

The event will take place February 13<sup>th</sup> and 14<sup>th</sup> of 2015 in downtown Loveland. Programming will include lighting buildings and projecting lights to music and lasers, setting off fireworks, snow sculpting, snow vehicle car show, live performances and music, and more. Currently Blazen is working on the budget and communicating with City staff to come up with the plans. They plan to leave the buildings lit until 2:00am or so. Currently 4 teams have signed up for the snow sculpting but the goal is to have 8 to 12. The snow will take approximately 2 weeks to make. Chair Tom Dwyer voiced concern about street closures for an extended period of time.

### Loveland Loves Barbecue, Bands and Brews – Presentation by Dick Mallot and Roger Clark of Loveland Sertoma Club

6:50pm – 7:30pm

The event will take place July 10<sup>th</sup> and 11<sup>th</sup> of 2015. Sertoma took ownership of the event in 2009. The event generated \$11,500 and Sertoma contributed \$23,000 for a total of \$35,000 (between donations and time contributed), and all was given back to the community. Requesting \$5,000 for help with advertising for the event.

Chair Dwyer commented that this event is not at the right time of the year, as far as hotels are concerned, and that this request (if approved) might cause others to follow in footsteps to request funding at future CMC events. Staff Liaison Mackin agreed and recommended a CMC retreat for early 2015 to develop processes for event requests such as this one. Commissioner Roth commented that this is a great exposure for Loveland, to which Commissioner Albers agreed.

Motion: Motion was made for \$5,000 to support the event with the caveats that this would be a one-time only request and will require reporting and verified advertising, as well as an after-action report. Chair Dwyer did not agree with this motion, while the other members agreed to pass the motion. Motion passed 7 to 1.

### RTA Application – Presentation by Betsey Hale of the City of Loveland's Economic Development Department, Nicole Yost of Fyn PR, and Rick Raesz

7:30pm – 8:30pm

A committee, Go NoCo, was formed for the RTA application process. Go NoCo is currently raising additional funds (private, not public) and potential projects are being considered. The RTA application is due February and awarded November. The state will hire a 3<sup>rd</sup> party analyst, paid for by the City. The 4.5% of sales tax would be due up-front to the state, which is different from all previous awarded bids. Once awarded, negotiations would begin and the process could take an additional year. Application will require an additional \$75,000. The budget was originally \$200,000-\$250,000 but is now closer to \$750,000. If the bid is awarded elsewhere, the data collected will be very valuable to attract other operators.

Motion: Motion was made to recommend to City Council an additional \$75,000 of lodging tax revenue to support the RTA application. Motion was approved unanimously.

**NEW BUSINESS**

None

**PUBLIC COMMENT**

8:30pm – 8:33pm

Ben Price of Loveland commented that when money is requested of the CMC, an option would be to utilize the website for featured event ad space as fair market value. This would allow support of the event while meeting requirements of the CMC without spending money. The requestor would have to provide ads and art.

**ADJOURNMENT**

Having no further business to come before the Commission, the December 17, 2014 Regular Meeting was adjourned at 8:35 PM.