

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, Roth and Shannon. Albers, Forster and Ziglin were absent. Erion was tardy.

MINUTES Minutes for the March 18, 2015 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The food sales tax issue will be revisited in a May meeting. Most of Council feel that the tax should go away at some point. This would result in approximately \$6.1 million that would go away.
- A new municipal judge has been hired. Her contract is set to be reviewed/approved next week.
- Members for the Downtown Development Association (DDA) have been selected but several still have to be approved.

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

- Lodging tax collections were up 8% in March for a total of 11% year-to-date.
- Sales at the Visitors Center were up 18% and traffic was up 18% for the month of March.

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

- Staff is preparing for the summer open house event at the Visitors Center.
- Staff is working on the new website. Staff Liaison Beata McKee presented a preview of the website in its current state.
- The 2015-2016 Visitor Guides will be available as of May 2nd. Photographer Josh Hardin of Colorado Life shot photos at Sylvan Dale (horseback riding, campfire) that will be used in the guide and for upcoming ads.
- Staff Liaison Mackin attended DMAI in Washington, D.C. the week prior and is currently working on getting on her CDME certification.
- McWhinney's are interested in partnering on an electronic sign in front of the Visitors Center near US34. It would be a monument sign with the ability to announce events and would also be a welcome sign for the City. The price would be approximately \$150,000.

PR Report None (see report).

DISCUSSION / ACTION ITEMS

Destination Loveland Strategic Plan Discussion – Presentation by Cindy Mackin

- Cindy Mackin attended DMAI classes in Washington, D.C. and strategic planning was the primary topic. Thesis will be written on how a destination marketing organization (DMO) within an Economic Development department is a successful model. DMAI stressed the importance for DMO's to work with Economic Development departments.
- The classes covered various aspects of strategic plans that Mackin would like to incorporate in the revised version.
- Attracting visitors is the primary goal, and the plan needs to address this. Funds need be dedicated to researching why visitors are coming and from where.
- A strategic plan should be one-page going forward. Mackin recommended a three-year plan rather than a five-year plan since so much is changing and considering the possibility of the Regional Tourism Act funding.
- Staff needs to compile the comments received from the CMC into a proposed one-page plan for CMC review and feedback.

Community/Destination Events Discussion – Presentation by Cindy Mackin and Beata McKee

- Staff Liaison Beata McKee pulled content for the events funding request form from a variety of others online. Requests of \$15,000 or more would be brought to the sub-committee for determination, and anything less than that would be decided upon by Staff.
- The form will be on the website as a PDF. Interested parties will need to submit the form along with required documentation.
- Council Liaison Clark recommended adding a checkbox at the top of the form for the budget, PR/Marketing plan, and any other documentation that would be required with the form.

NEW BUSINESS

None

PUBLIC COMMENT

Diana McKinney of Loveland commented that she had lunch with hotels the week prior and received feedback that the fall, winter and early spring needed to be marketed more, recommending that more winter photos be included in the guide. Staff Liaison Mackin replied that the new guide will include ice skating, snow and other winter photos, and the new website will as well.

ADJOURNMENT

Having no further business to come before the Commission, the April 15, 2015 Regular Meeting was adjourned at 7:20 PM.