

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: Dwyer, Erion, Forster, Roth, Shannon and Ziglin. Albers was absent. Clark was tardy.

MINUTES Minutes for the April 15, 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 discussion at the most recent Council meeting resulted in the tax reduction not being approved.
- Broadband service discussions are in process with the City.
- The Sprouts project has resulted in a lawsuit.
- The 3rd Street catalyst project is on-going. June 2nd is the deadline to have everything signed and ready to go but that date is not realistic.

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

- Lodging tax collections were down for the first time at -2% for April, for a 7% year-to-date increase.
- Sales at the Visitors Center were up 68% even though traffic was down 1% for the month of April.

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

- Staff hosted the annual summer kick-off celebration at the Visitors Center on May 2nd. The event included free sandwiches from Chick-fil-A, rides on the Eagles Fanboni and Sylvan Dale horses, face painting, caricatures, entertainment, great local shopping and much more.
- The 2015 edition of the Loveland Visitors Guides debuted at the summer kick-off. Because of the partnership with Colorado Life Magazine, the cost of the guides was \$3,500 for 85,000.
- The USA Pro Challenge route was announced.
- Staff will be hosting 2 media FAM trips in the next 2 weeks: 15 from South America and 5 from China.
- Staff will be attending IPW in Orlando next week, and are working on a one-sheet with Fort Collins to improve exposure and exploit more activities in the area for visitors.
- The Loveland Downtown Partnership is looking at space on Lincoln and 8th. The Downtown Loveland Association and Downtown Development Association are also interested in sharing the space, along with a Loveland Chamber satellite office. The Visitors Center would likely have a presence with materials rather than staff. Chair Dwyer recommended discussing this further in the near future to determine if the Visitors Center could have a

digital presence along with the printed materials.

- The Front Range Region group, which consists of Loveland, Estes Park, Fort Collins, Longmont, Greeley and Boulder, will be putting out a postcard/coaster to be distributed locally and will also be launching an updated website.
- The Colorado Summer Alive ad featured Visit Loveland on the inside back cover, and Colorado Life featured Visit Loveland on the back cover.
- The first annual report was printed, but it highlights the history of Visit Loveland since this was the first issue. In the future, this will be done yearly.
- The July CMC meeting is cancelled as staff will be at DMAI.

PR Report

None (see report).

DISCUSSION / ACTION ITEMS

2016 Draft Budget – Presentation by Cindy Mackin

Staff Liaison Mackin presented the first draft of the 2016 budget. The proposed 2016 core budget is \$924,400. The budget will be presented to City Manager Bill Cahill in July. Mackin pointed out that cost allocations are included in the budget, and these allocations cover services that Visit Loveland receives from the City such as legal, HR, IT, and facilities. Chair Dwyer recommended a further breakdown of the allocations as well as what the in-kind contributions are per year (such as the Sculpture Garden shows) to determine what Visit Loveland gets for its sponsorships.

The budget was broken down into the following groups:

Personnel costs: \$272,300. This include salaries (including 3 part-time staff at the Visitors Center), benefits, and insurance for both Visit Loveland and the Visitors Center.

Community Marketing: \$495,000. This includes contracted services, advertising, the website, marketing sponsorships, events, video production, and tradeshow.

Visitors Center: \$75,700. Includes postage, supplies, utilities, promotional items, computers, and other expenses related to the Visitors Center.

Product Improvement: \$50,000. Includes printing guides, wayfinding, and photography/videography of which a portion must be kept aside each year for wayfinding sign maintenance.

Administrative: \$31,400. Includes travel, supplies, training, memberships, computers, and overhead.

A motion was made to approve the 2016 Lodging Tax Operations budget as recommended by Staff. The motion was approved unanimously.

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NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the May 20, 2015 Regular Meeting was adjourned at 7:40 PM.