

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, and Shannon. Ziglin was absent.

MINUTES Minutes for the May 20, 2015 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The Michaels Group's exclusive right to negotiate (Lincoln and Cleveland on 3rd property) has passed but they got a 3-month extension. There are 2 property owners that were holding out and one has since gone under contract and the other has not. The property will be mixed use (retail, residential, parking lot) similar to Lincoln Place. County is also interested in a building there.
- Council reviewed a capital projects plan for next year and 10 years. Public Works projects ought to rise ahead of others to improve traffic issues including widening of 34 east of Denver Ave.
- The DDA is moving forward. They are looking at an additional property in downtown.
- Food sales tax is being petitioned to put on November ballot. July is the deadline.
- The City Council election will be in November. 4 candidates and the mayor are up for re-election.

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

- Lodging collections were up 13% for the month of May, 8% total year to date.
- Visitors Center sales were up 25% for the month of May, 39% total year to date. The Visitors Center had 2,234 visitors in May, a 14% increase from the previous year.

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

- The USA Pro Challenge vignette was filmed and will be aired for 90 seconds on NBC on the day of the event. The Loveland story will focus on Gail Bernhardt and the Estes Park ride.
- Visit Loveland has hosted a few fam trips in recent weeks including China, South America, and Germany.
- Cindy attended IPW in Orlando as part of the Colorado Tourism Office's booth and partnered with Fort Collins on a one sheet to double the exposure in meetings.
- A meeting with several regional cities will be held at the end of the month

to discuss partnership opportunities.

- Updated Wayfinding sign drawings were sent to Shelley on March 2nd but got forgotten. She is pushing them through at an expedited rate, but the signs won't be complete until November.

PR Report

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

- Visit Loveland is now paying for social media boosts as needed. Commissioner Forster commented that pay posts help but organic posting is most important.
- Website sessions increased.

DISCUSSION / ACTION ITEMS

Upcoming Visit Loveland Website – Presentation by Beata McKee

Staff Liaison Beata McKee presented the new www.VisitLovelandCO.com website, which is set to launch in the near future. The new website will be photo-heavy and staff will have the ability to add/modify all content including photos, videos, pages, and copy. The new website will include the annual report, the event funding request form, and inquiry forms for wedding, meeting, and group events. Commissioner Forster recommended changing the title “Plan Your Trip” to something locals would be inclined to use, since many locals use the site to find places to go and things to do.

NEW BUSINESS

Fort Collins-Loveland Airport – Presentation by Cindy Mackin

Staff met with Jason Licon, Airport Director, to discuss commercial flights at the airport. Elite Airways will have 70-passenger flights between Loveland and Rockford, IL. Elite formerly handled charter flights for college sports teams. The airport needs \$30,000 for marketing and requested that Visit Loveland contribute \$7,500. Estes Park is interested in participating. Visit Loveland along with Jason Licon and several regional communities will be meeting later this month to discuss regional partnership opportunities for the airport. Council Liaison Clark mentioned that an airport board is being formed.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the June 17, 2015 Regular Meeting was adjourned at 7:15 PM.