

- 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. Coale was absent.
- MINUTES** Minutes for the June 17, 2015 Regular Meeting were unanimously approved as submitted.
- PUBLIC COMMENT** Ben Price of Loveland thanked the CMC and staff for the USA Pro Challenge being possible thanks to their approval for funding.

REPORTS

- Council Liaison Report Council Liaison Clark reported on the following:
- The DDA process continues with legal approvals. Two issues are on the November ballot. If they pass, the DDA will become an entity that can impose taxes.
 - Issues within the Police Department are being worked on.
 - Citizens have filed a lawsuit against Joan Shafer for a dispute during a City Council meeting.
 - The Water Department will make a presentation on rate increases needed for improvements on the east side of town. Council has already approved rate increases and debt for necessary improvements.
 - Transportation issues to resolve gridlock will be reviewed during the budget process.
 - The developer pulled out of the South Catalyst project (between Lincoln and Cleveland). An RFP will need to be submitted. Nine other developers are interested. Council is meeting in two weeks for additional discussions on the property.

- Financial Report Staff Liaison Mackin presented key highlights from the financial report:
- July was the largest collection in lodging tax history.
 - Collections were \$97,254.00, a 3% increase from 2014 for a total increase of 6% for the year.
 - Visitors at the Visitors Center were down in July, but sales have continued to increase.
 - Sales were up 24% for July over last year, a 34% increase from 2014.
 - Staff is working to determine what the cause is of decreased visitors to be able to come up with a solution to increase traffic.

- Staff Liaison Report Staff Liaison Mackin presented key highlights from the Staff Report:
- Water & Power and Parks Departments have to be involved in Wayfinding because of the type of signs that have been requested. Parks is considering using the same type of sign design for parks such as Mehaffey. November is still the current timeline for completion.
 - With the USA Pro Challenge only days away, staff has been working on

finalizing plans for the start festival at The Ranch and VIP festival in downtown. Staff hired a band to keep people in downtown after the Corn Roast Parade until the race comes through.

- Loveland was sold on the USA Pro Challenge through domestic and international TV coverage. However, the broadcast will not begin until 2pm, so Loveland will not be showcased live and will only be highlighted in the recap during the broadcast. Comcast viewers will not be able to see the race at all. In 2013, it was live streamed and the police were using the stream for safety and supervision. Staff will work with the Legal department to review the CBR agreement to ensure that the Pro Challenge has met all obligations.
- The USA Pro Challenge vignette that was filmed earlier in the summer featured Scott Ellis, who passed the week prior, with a lot of great footage of Loveland. Staff got to preview the vignette but it was very flood-focused with Scott speaking. The video will not be approved as-is and staff is hoping to use the Colorado.com video instead.
- Chair Dwyer stated that staff should focus on the positives and the CMC will review funding requests for the event in the upcoming year(s) to make decisions at that time.
- Staff presented a USA Pro Challenge video produced by Ben Price and a Loveland commercial by Colorado.com.
- The Front Range Region marketing group created beer postcards with the theme "Wish You Were Beer" that will be around the state. The group is considering other stories that can be told from a regional view, such as art.
- Chair Dwyer and Commissioner Albers were renewed for their terms. Laura Coale was approved as for the Alternate position. She lives in Loveland and works at DIA. Fall/winter goals are to work on the formal marketing plan and review Destination Next to see where Loveland is. Chair Dwyer stated that he would like to come up with roadmap of what we have available as a town, and what is in the pipeline, including data on what the mix is for retail, restaurants, breweries, etc.
- Staff is collaborating with GIS and Cultural Services on a sculpture web-based app. The app will use location services so users can see what public art is nearby, and audio, photos and a description can be added for each piece.
- Commissioner Forster requested an RTA update, to which staff replied that there is not any new information currently available.
- Council Liaison Clark commented that there is a senate funding bill goal for a 6-year funding package, which is being pushed by Corey Gardner. This bill would help fund the I-25 issues.

PR Report

None (report attached).

DISCUSSION / ACTION ITEMS

Destination Next Presentation: Due to a heavy work-load with the USA Pro Challenge, staff was not able to present the Destination Next presentation at this meeting.

Community Marketing Commission Meeting

May 20, 2015

Page 3 of 3

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the August 19, 2015 Regular Meeting was adjourned at 7:15 PM.