

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, Coale, Dwyer, Erion, Forster, and Ziglin. Clark, Roth and Shannon were absent.

MINUTES Minutes for the August 19, 2015 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report None

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

- Collections were \$87,597.35, a 4% decrease from 2014 for a total increase of 4% for the year.
- Visitors at the Visitors Center were up in August, and sales have continued to increase.
- Sales were up 13% for August over last year, a 33% increase from 2014.

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

- Staff introduced Laura Coale to the CMC. Laura will serve as the Alternate.
- Betsey Hale, Director of Economic Development, resigned from the City of Loveland.
- City Manager requested the strategic marketing plan be put on hold until further information is available on the RTA application.
- A conference of 400 attendees are coming to Loveland next year and want to tour the city. Staff is working with Super Shuttle, breweries, foundries and others to plan a tour.
- Staff met with a group of hoteliers to discuss packages and marketing.
- Since there had not been a CMC meeting since the USA Pro Challenge, staff reported that there was no TV coverage for Loveland. The organization is in transition and the future of the race is uncertain. Staff would not recommend supporting the event again unless guarantees were in place.
- The Art Show weekend in August was highly successful.
- Staff hosted three Fam trips in the recent months: China Cosmopolitan writers, the Colorado State Welcome Center, and Mexican tour operators.
- Photos for the art app were taken and the process is under way to get the app launched in the near future.
- The Front Range Region marketing group recently launched a website and are rolling out the brewery coasters, with the help of a grant from the State. The group is also working on getting influencers to come to

Loveland to write about the front range breweries.

- A second Visit Loveland commercial was filmed the week prior. Footage will include shopping, golf, hotel, Benson and the Budweiser Events Center.

PR Report None (report attached).

DISCUSSION / ACTION ITEMS

Airport Marketing – Presentation by Cindy Mackin

Per the strategic plan, staff have been working with Airport Director Jason Licon to set up a satellite visitors center (brochure distribution, general information) as well as having one volunteer on-site to answer questions from guests flying in. Flights are 70-80% full. The commitment runs through January 4, 2016 and flights will be expanded during the holidays. The light boxes from the Visitors Center will be replaced with new ones, and the old ones will move into the airport.

Wayfinding Update – Presentation by Cindy Mackin

Because of the process for approving signage (bids, various department involvement) staff expects to see a plan in November and the signs to go up in the spring. There will be 14 new signs for this phase.

Hotel Packages – Presentation by Cindy Mackin

The current VisitLovelandCO.com website has a hotel booking engine through Jack Rabbit/Book Direct. The company offers additional widgets. Staff met with hoteliers the week prior to discuss partnering and promoting packages with a widget. Restaurants, breweries and attractions would need to be involved for it to be successful. A partners meeting will be set up in early 2015.

Website Launch – Presentation by Beata McKee

The new VisitLovelandCO.com website launched the week prior. The website will focus on video and photography to tell the story, and include an easy-to-use calendar function. Although the website is live, some additional work is needed. The functionality is improved and updates are easy to make. The responsive design allows the site to be viewed on smart phones, tablets/iPads, desktops and laptops.

NEW BUSINESS

Commissioner Albers mentioned that the Colorado Association of Realtors has been at the Broadmoor, Denver, and other locations throughout the state. The conference typically takes place in October or November, and includes approximately 2,000 attendees plus their families. They need a presentation why they should come to Northern Colorado.

PUBLIC COMMENT

Ben Price of Loveland welcomed Laura to the CMC and commented that the new website looks great.

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ADJOURNMENT

Having no further business to come before the Commission, the October 21, 2015 Regular Meeting was adjourned at 7:35 PM.