

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. Clark and Albers were absent. Coale was tardy.

MINUTES Minutes for the October 21, 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 \$85,437.64, a 1% increase from 2014 for a total increase of 3% for the year.
- Visitors at the Visitors Center were down in October, but sales have continued to increase.
- Sales were up 60% for October over last year, a 35% increase from 2014.

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

- The annual holiday open house is scheduled to take place on November 21, 2015. Chick-fil-A is donating 400 sandwiches, Loveland Laser Tag is setting up a laser shooting area, Storm Troopers will be making an appearance, free photos with Santa will be available, and many partners have donated prizes for giveaways.
- A second Visit Loveland commercial was filmed by the Colorado Tourism Office. The new video will include golf, shopping, Colorado Eagles, hotels, and Benson Sculpture Garden during the fall.
- The October newsletter featured Halloween and the first Visit Loveland commercial link.
- Staff liaison Mackin attended DMAI classes in Washington, DC, the week prior. The main focus was tourism and Economic Development partnerships. Visit Loveland's funding structure is unique compared to others, but is a good model.
- Visit Loveland is once again running a three-page spread in the Coloradoan, focusing on 12 Days of Holiday Magic.
- Staff has been advised by the City Manager to hold off on updating the strategic plan until a new Economic Development director is hired.
- Staff will be hosting a partners meeting the first quarter of 2016 for website content and packages.

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

- USA Today picked up on Dick Knapp's photo and featured Loveland as Colorado's most idealic picturesque small towns in the USA.

- Additional PR data is included in the PR report.

DISCUSSION / ACTION ITEMS

RTA Update – Presentation by Cindy Mackin

Marcie Erion was scheduled to update the CMC of the current RTA status at this meeting. However, more information will be available on December 14, 2015, so Marcie Erion will not present until the December CMC meeting. The current ask is for \$20 million per year. The projects included in the ask must be a “but for”, meaning that these projects would not be possible without the assistance of the RTA grant. The projects must also bring a certain number of visitors from out of the state and generate sales tax revenue per requirements. Financial negotiations are currently underway.

Loveland Monument Sign – Presentation by Cindy Mackin

Staff is currently working with BHA Design to determine if a monument sign off of US 34 near the Visitors Center would be a viable option. Staff met with BHA Design and a member of the Planning Department to discuss the design and to ensure code compliance. The sign would have an LED board, but BHA has to revise the design to make the board legible.

Loveland Loves BBQ, Bands and Brews – Presentation by Dick Mallot and Bob Brown of Sertoma

Visit Loveland supported the 2015 event with a \$5,000 sponsorship. As part of that contract, Sertoma was obligated to report data from that event. The funds were used for advertising. Attendance at the gate showed that 13,000 people attended Friday evening and 13,700 attended on Saturday. Donations from the proceeds went to local organizations to benefit families and children in need. The 2016 event is scheduled to take place July 15-16, 2016. Sertoma plans to submit a funding request for this event in the amount of \$15,000.

Loveland Lake to Lake – Presentation by Chris Gorshki

Chris Gorshki started a triathlon company last April and works with Peggy Shockley on the Loveland Lake to Lake Marathon. 2016 will be the national club championships and they are anticipating 500-800 athletes, but there could be an additional 500-600 if promoted correctly. The event will be held in Loveland on June 26, 2016.

NEW BUSINESS

None

PUBLIC COMMENT

Gary Light, manager at the Loveland Visitors Center, commented that the lodging tax funds are being used well and great things are happening within the community and at the Visitors Center.

ADJOURNMENT

Having no further business to come before the Commission, the November 18, 2015 Regular Meeting was adjourned at 7:10 PM.