

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, Roth and Ziglin. Clark and Shannon were absent.

MINUTES Minutes for the November 18, 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 down in November - \$68,725.15 in 2015, a 1% decrease from 2014 at \$69,567.13.
- Visitors at the Visitors Center were down by 10% in October from 2,106 in 2014 to 1,900 in 2015, but sales have continued to increase.
- Sales were up 27%, from \$4,875.02 in 2014 to \$6,175.19 in 2015.

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

- The Visitors Center Open House was once again a success. Sales were close to \$2,000 for that day alone and it brought awareness of the Visitors Center to those who had not been there before.
- The Moose on the Loose social media campaign was launched. The moose, named Thompson through a Facebook naming contest, has visited the Embassy Suites, Grimm Brothers, Rialto Theater, Outlets at Loveland, Visitors Center, and Christmas Walk in the Woods.
- The November e-newsletter was distributed and focused on shopping and things to do in Loveland during the holidays.
- Staff attended the annual Destination Colorado Front Range Tradeshow and met with event planners.
- 3 wayfinding signs are needing approval from CDOT. The other signs have been approved. Next steps include getting a dummy sign built and put out for bid, with a target date of May 2016.
- Staff will be reaching out to the CMC Events Sub-Committee to discuss a few pending requests including one new request.

PR Report None – see attached report.

DISCUSSION / ACTION ITEMS

RTA Update – Presentation by Marcie Erion (City of Loveland, Economic Development)

The RTA program is in the 4th and final year. The program is administered through OEDIT with the goal of increasing spending and overnight stays in Colorado. The projects, if approved, would generate 339,000 room nights for Loveland alone. Projects must be “but for” to be considered, meaning that they would not be possible without this funding. The projects currently consist of the PeliGrande Resort in Windsor, indoor waterpark and a whitewater park in Loveland, and a Stanley Film Festival in Estes Park. The contracting phase of the project will begin at the end of March 2016.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the December 16, 2015 Regular Meeting was adjourned at 6:40 PM.