

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

MINUTES Minutes for the January 20, 2016 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Council Liaison Clark reported on the following:

- The exclusive right to negotiate with Brinkman Partners went through last night for the South Catalyst Project. They are allowed six months, and the project would start in 2017.
- Susan Grafton will be the new Economic Development director.
- The new Development Services director, Brett Limbaugh, has public and private experience.
- Broadband services will be a lengthy process. Longmont offers 1GB to the doorstep for \$50 per month, but they are structured differently than Loveland.

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

- Lodging tax collections decreased in January over 2015, from \$55,524 to \$49,419 for a decrease of 11%.
- Sales at the Visitors Center were up 11% in January over 2015 from \$6,635 to \$7,382.
- Visitors were up 6% for January.

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

- Visit Loveland will be the registration sponsor at MIC Conference this year. More marketing dollars are being put towards securing meetings, events and groups.
- Staff Liaison Beata McKee has been working with Blizzard Internet to reduce image and loading times on the site, as well as increasing SEO. Page views have increased significantly.
- The 2015 annual report was finalized and printed this week.
- The waterpark/hotel project is encountering issues with the state in the RTA negotiations. The whitewater park project is going well.
- Staff will be attending Go West in Anchorage next week. This includes "speed dating" meetings. Loveland and Fort Collins partnered to produce a one-sheet to promote the area as a whole. As part of the sponsorship, all of the tour operators will receive a Visit Loveland chocolate on a pillow in their hotel room. Staff liaison Cindy Mackin will be meeting with tour operators during appointments, and Beata McKee will be tending the

booth and handing out collaterals.

- The Colorado State Vacation Guide has a two-page spread on Loveland. The feature is on the first page past the table of contents, focusing on the Benson Sculpture Garden.
- National Tourism Week and the Legislative Reception offered the opportunity for staff to meet with legislators to discuss the importance of tourism funding.
- US 34 closures for flood repairs will be taking place but the timeframe is still to be determined. Staff is working with CDOT to get ahead of the closures so proper messaging can be prepared.
- Fire and Ice attendance was estimated at 30k people over three days. The event was picked up by almost every local news station, plus national coverage through USA Today, Chicago Tribune, Dallas Morning News, and many others. Staff worked with the Colorado Tourism Office to promote the event in the UK along with a trip giveaway. Media came to the event and will be writing an article on Loveland. The airfare was provided by British Airways. Visit Loveland's portion of the event was \$90k.

PR Report

The format of the PR/Social Media Reports has changed to a different format for easier reading – see attached report.

DISCUSSION / ACTION ITEMS

2016 CMC Meeting Schedule Discussion – Presentation by Cindy Mackin

The CMC has briefly discussed moving to quarterly meetings. Once the budget cycle is complete, additional discussions should take place to consider less frequent meetings.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the February 17, 2016 Regular Meeting was adjourned at 7:13 PM.