

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 6:20 PM.

ROLL CALL Roll was called and the following responded: Coale, Dwyer, Forster, Roth, Shannon and Ziglin. Albers, Clark and Erion were absent.

MINUTES Minutes for the February 17, 2016 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 in February were \$53,751, a decrease of 3% from 2015 for a total decrease of 7% year to date. Chair Dwyer contributes the decrease partially to companies leaving the area and state. The competition is steep in other markets for groups.
- Visitors Center sales were up 9% for the month of February, from \$10,824 in 2015 to \$11,840 in 2016, while traffic decreased by 4% for the month over 2015.

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

- Staff will be attending the MIC conference on March 17 along with the Embassy Suites and The Ranch. The booth will be by the registration desk and staff will have a photo booth for attendees to have their photos taken with Loveland collateral. The purpose of the conference is to inform various associations about the meeting and event space in Loveland.
- Staff pitched Loveland to Chicago as a destination, and Nicole Yost of Fyn PR will be attending a reception in April on behalf of Loveland. Only eight cities were invited to the reception and, with the Elite Airlines flight returning to Loveland soon, timing was appropriate.
- The new visitor guide will be coming out in May.
- Website traffic increased 99% in February to 12,000 page views.
- Staff liaisons Cindy Mackin and Beata McKee attended the Go West Conference in Anchorage, Alaska. Staff created a one sheet and teamed up with Fort Collins to tell the regional message rather than focusing on a city-specific message. Two media writers have already come to Loveland as a result of the conference.
- US 34 repairs are now expected to not involve closures of the entire canyon but the timing and closures are still to be determined.
- 2 fam tours will be coming in April and May (Guatemala and India).

PR Report

Because of the Fire and Ice Festival, there were over 150 pieces of PR in the month of February for a total PR value of over \$1 million. This includes domestic and international numbers.

DISCUSSION / ACTION ITEMS

Fire and Ice Festival - Presentation by Nate Webb of Blazen Illuminations

Blazen Illuminations added a variety of new attractions for the event including a carousel and fire sculptures. Because of the issues with snow in the past, only ice was used for sculpting. The ice sculpting competition was an invitation to ensure that the quality was kept to a higher level. There were 25 different artists and bands among four stages. Devon Murray and the director of the Harry Potter films were also there as part of a fundraiser.

Financial sponsors were at \$3,000. Blazen will focus more on getting financial sponsors for 2017. Blazen contributed over \$105k of their own money to the event. In addition, they had non-profits who received over \$15k from the event, like kind sponsors, as well as wrist-band, food truck, and marketplace partners.

Blazen estimated that attendance was around 36k based on the wristband program. 93% were estimated to be first-time attendees. Facebook and website were the main avenues of how people heard about the event.

Considerations for a 2017 event include working with the LDP/DDA, possibly changing the venue due to costly issues, and increasing sponsorship levels.

Chair Dwyer recommended a winter sport element to the event but Nate Webb responded that they had encountered difficulties with that.

Commissioner Roth inquired regarding the electrical issues in downtown. Staff has met with Water & Power before but did not make any progress. Economic Development Manager Mike Scholl will be going to meet with Water & Power to discuss the issues because he has experience in dealing with electric.

The 2017 event will be the weekend before Valentine's Day.

Fort Collins-Loveland Airport Update - Presentation by Cindy Mackin

The Rockford, IL flight on Elite Airways will be returning along with another flight that is to be announced. Jason Licon, the Airport Director, will be coming to the April CMC meeting to request funds for re-branding the airport. The goal is to build on connectivity through various cities.

The airport will get \$1.5 million rather than \$150k, which is what they are currently receiving, if they can get to a certain number of emplanements per year. Criteria is commercial flights or charter flights of 30 or more. It is still possible to get to the 10k emplanements by the end of the year (9,556 more are needed).

Allegiant inquired about coming back to the area as well.

Commissioner Coale recommended reaching out to the other airports regarding

their part of the marketing, as they likely have marketing dollars to use that would help with promoting our area. She also recommended looking at the DIA website at incentive packages.

NEW BUSINESS

Staff introduced Susan Grafton, the new Economic Development Director. Grafton grew up in Louisiana, lived in Wyoming, and moved to Westminster in 1991 where she started the Economic Development program and worked for 24 years. Her background consists of both small and large businesses, in both private and public sectors. Commissioners had brief introductions.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the March 16, 2016 Regular Meeting was adjourned at 7:40pm.