

- 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, Dwyer, Erion, Forster, Roth, Shannon and Ziglin. Coale was tardy. Clark was absent.
- MINUTES** Minutes for the April 20, 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:
- Lodging tax collections were down 2% for the month of April. May totals were not yet available.
 - Occupancy was at 77% in April, which is the highest in the region.
 - Visitors Center sales were down significantly (35%) in May, but this is likely due to the summer open house taking place June. The event has typically occurred in May.
- Staff Liaison Report Staff Liaison Mackin presented key highlights from the Staff Report:
- Website page views increased significantly in May.
 - The Visitors Guide is complete and printed. New sections were added including Connect With Us, Signature Events, and more. The map was also enhanced to include parks and recreation. The costs to the city are around \$10k. Printing costs are partially offset by ad sales.
 - The brewery passport will be 3.5" x 5" and is a collaborative effort between all the breweries in Loveland. The passport files were sent to the printer today and will be launching on June 11th and the Open House. Once someone fills up their passport by visiting each brewery, they can claim a prize at the Visitors Center for tracking of where people are coming from. Chair Dwyer recommends doing a map of the US where people can pin their name and be on the "Wall of Fame".
 - Staff Liaison Beata McKee attended the CSAE conference with the Embassy Suites and The Ranch. It was an opportunity to discuss with meeting and event planners what Loveland has to offer for meeting and convention space.
 - Staff Liaison Cindy Mackin attended the Colorado Tourism Office's sales mission in the UK. She met with over 110 tour operators and over 30 media in Ireland, Scotland and London. 2 media are coming to Loveland in July as a result of the trip including Ferment Magazine from the UK.
 - The annual summer open house will be June 11 from 10 AM to 1 PM. The event is free and open to the public, and most of the items are donated

including Noosa, Chick-fil-A sandwiches, Loveland Laser Tag obstacle course, Sylvan Dale horse rides, and much more.

PR Report

Staff Liaison Mackin presented key highlights from the PR Report:

- Highlights include the Chicago reception, the brewery passport, and preparation for the summer.
- Chair Dwyer recommends boosting posts for our target markets such as Rockford/Chicago.

DISCUSSION / ACTION ITEMS

2017 Draft Budget Discussion - Presentation by Cindy Mackin

City Council prefers not to have staff go back and ask for additional money and would prefer that the ask is up front. The 2016 budget ask was \$924,400. Staff is requesting \$1,235,918 for 2017 to avoid going back to Council for additional funding throughout the year.

The 2017 draft budget includes the following changes from the 2016 draft budget:

Visitors Center:

- Budget decreased due to fiber upgrade.

Community Marketing:

- \$50k for conventions and event attraction.
- \$30k for the Fire and Ice event to evolve event into multiple weekends and to include Love + Light.
- \$25k to sponsor the 2018 IPW conference in Denver. The total sponsorship is \$50k but would be split between 2017 and 2018.
- Decreasing the advertising budget and dropping the Colorado State Vacation Guide to a half page ad.

Product Improvement:

- This is the most significant increase over 2016.
- \$50k for the airport marketing (this was not budgeted in 2016 and came up unexpectedly).
- \$160k for the electronic monument sign at the Visitors Sign near the Visitors Center. If this is not spent on the sign, the money would not be spent or would be rolled over.
- \$30k for the hotel study.

Admin:

- Increase for travel and promo items

Personnel:

- Increase for benefits and an additional employee at the Visitors Center.
- Chair Dwyer recommended additional staff. This request would have to come from the CMC, and not staff.

CMC Alternate Coale recommended that the large Product Improvement amounts be removed from that account and that a new line item for Capital Improvement projects is created.

Motion was made to approve the 2017 Lodging Tax Operations budget as recommended by Staff. The motion passed unanimously.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the June 6, 2016 Regular Meeting was adjourned at 8:20 PM.