

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, Clark, Dwyer, Erion, Forster and Roth. Ziglin was tardy.

MINUTES Minutes for the August 17, 2016 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT Ben Price, former CMC member, congratulated Cindy Mackin and her staff for her Governors Tourism Award.

Steve Adams, new Loveland City Manager, introduced himself to the commission. He will be attending each board and commission (24 total) to get to know everyone. Steve congratulated Cindy on her award as well.

REPORTS

Council Liaison Report Councilor Dave Clark presented the following:

- New City Manager was selected a couple of months ago.
- The Foundry project, formerly called the South Catalyst, was discussed last night as the process moves forward with the DDA election. Legal is working on some tasks related to the project, and the Chamber is working to educate the public on the election.
- EWI received an incentive in 2015 and will be receiving another portion of it soon. They gave a report at the last council meeting and continue to have regular meetings.
- The budget is still in process of being reviewed/approved.
- Road improvements at US 34 and Boyd will include turn lanes and signalization. Commissioner Forster inquired if the changes are due to the large amount of accidents, to which Councilor Clark replied that it is a factor. That intersection has been in discussions for many years. City Manager Adams said that part of the reason for the accidents is caused by people trying to squeeze through the intersection, resulting in a need for multiple turn lanes.
- The City is self-insured on healthcare and has been out of sync in regards to what the City has been paying versus what the employees have been paying, causing an increase in premiums to employees in the upcoming year.

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

- August was a record-breaking month of collections - \$102,796 in 2016 vs. \$96,705 in 2015.
- The Visitors Center collections were up 46% in August - \$8,323 in 2016 vs. \$5,682 in 2015.

PR Report

Staff Liaison Mackin presented key highlights from the PR Report:

- Visit Loveland took over the Instagram site of the Colorado Tourism Office (Colorado.com) during the Art Show Weekend in August.
- PR value in August was almost \$40k
- A preview of September PR and marketing efforts:
 - Mackin met with the owner of Beer 52 (the largest brewery club in the UK) and the publisher of Ferment Magazine during her sales mission to the UK earlier in the year.
 - Staff liaison Beata McKee took travel writer Bert Archer of the Toronto Star on a tour of Loveland. As a result, he published an article mentioning several establishments in Loveland.
 - Trip Reporter will have an article on Loveland.

Staff Liaison Report

Staff Liaison Mackin presented key highlights from the Staff Report:

- The new Visit Loveland fall video is now up on the website as well as on the Colorado.com website.
- Staff hosted a French FAM trip which included a foundry tour with bronze pour, tour of the Lundeen studio, tour of the Benson Sculpture Park with George Walbye, lunch at Door 222, and time at Sylvan Dale.
- Visit Loveland sponsored the shuttle buses once again during the Sculpture Show weekend. Other sponsorships included the Corn Roast Festival and Pastels on 5th.
- A series of fall press releases launched, targeting groups such as families, art lovers, etc.
- New ads were produced for Colorado Meetings & Events and Colorado Life magazines.
- Staff requested a group sales and conference coordinator within the 2017 budget. This was approved by the City Manager but still needs Council approval. Councilor Clark inquired whether activity in the area will drive that business here, to which Mackin replied that an impact report was provided but she is not sure whether that level of detail will be provided to Council. Chair Dwyer said that conventions require a lot of time and effort to plan (rates, rooms, transportation, etc.).
- Occupancy rates remained high in Loveland at 84.1% during the month of August.

DISCUSSION / ACTION ITEMS

DMAI Destination NEXT Survey - Presentation by Cindy Mackin

- Staff Liaison Mackin presented the DestinationNEXT survey for everyone to take.
- The results will generate a report, comparing Visit Loveland to other DMO's.
- This will be a useful tool for preparing a new strategic plan.

- A special meeting will be set for Oct 19 from 4-8 at the Embassy Suites
- A strategic plan will be proposed in November, reviewed and revised, and hopefully brought to Council for approval in December.
- Commissioner Roth inquired if a survey has been sent to the public since the inception of Visit Loveland, which it has not. Commissioner Coale said her business recently created a survey via mail, email and Facebook, with Facebook getting the best results.

NEW BUSINESS

Wayfinding Presentation by Cindy Mackin

- Phase I is complete. Phase II includes several signs with lights and stone bases. These signs are secondary to the Phase I signs and offer additional direction that is currently lacking.
- Funds available in 2016 are \$95k but the signs will cost approximately \$146k. The project manager in Public Works misunderstood how much money was available and the contract was written for approximately \$146k.
- Staff is requesting a supplemental request of \$55,000.
- Motion was made for a supplemental appropriation of \$55,000 out of Lodging Tax reserves to complete funding of Phase II Wayfinding signage program. Motion passed unanimously.

OTHER NOTES

- Mackin had no idea during the Governors Tourism Conference that she was nominated for the award, and thanked the commission for their support.
- Laura Coale inquired about the Scion report that came out and whether or not there was a plan. City Manager Adams responded that the Assistant City Manager is meeting with the business in the morning.

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the September 21, 2016 Regular Meeting was adjourned at 7:50 pm.