

CALL TO ORDER Community Marketing Commission Chair, Tom Dwyer, called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:05 PM at the City Council Chambers.

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

MINUTES Minutes for the January 18, 2017 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Councilor Dave Clark presented the following:

- The Foundry project is going well.
- The City is in the process of working with CDOT on the 402/I-25 exchange.
- Councilor Clark attended an MPO meeting and one of the topics was driverless cars.

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

- Lodging tax collections were down 4% in January 2017 from 2016 - \$49,420 to \$47,612. The extended stay hotels had the most drastic change, but it appears that groups also took a hit. January was also the worst month in 2016 – an 11% decrease over 2015.
- Visitors Center sales were up 2% from \$7,383 in 2016 to \$7,556 in 2017.

PR Report

- The Marina Orsini show aired in Canada as a result of a FAM trip in December. Jean Michel Dufaux requested B roll footage and included Loveland along with other Colorado Destinations in the television program. The B roll footage was visually appealing in the program.
- There were 16 total media hits in January, which included international coverage.
- Staff is utilizing user-generated (Instagram, Twitter, etc) photos for advertising.

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

- Cindy Mackin attended the Visit USA seminars in Austria and Switzerland in January, meeting with media, travel and tour operators. Travel to the US was a major topic of discussion. New visitation to the US is expected to decline but those that have been to the US previously could continue to come.
- Staff will be attending the Go West conference next week and meeting with some of the same people from the Visit USA seminars. This conference focuses on travel to the 13 western states only.
- The Fire and Ice Festival took place over the weekend. It included new features such as the Brewing and Distilling tent with an ice bar, an

interactive app, and public transportation. The event resulted in the largest media hits to date (data to be reported at the next meeting). Conservative attendance numbers are 40,000 attendees. Staff hired Richard Haro for the photography and got some beautiful shots. Visit Loveland sponsored the event with \$110,000 to cover electricity, security, lighting, etc. Staff will have info on who attended and demographics at the next meeting. Chair Dwyer recommends having a benefit tied to the event. Councilor Clark discussed the necessity for having the City of Loveland (not necessarily the CMC) focus on more events in addition to this event.

- Staff hosted the CCTV familiarization trip during the Fire and Ice Festival weekend. Colorado Tourism Office Director, Cathy Ritter, and the International Director, Andrea Blankenship, came to Loveland with the group.
- Visit Loveland sponsored the Loveland Sweetheart Classic Race and are discussing a glow run during the Fire and Ice Festival in 2018.
- My Big Day hosted a group wedding at the Foote Lagoon on Valentine's Day. There were 12 new marriages and 28 renewals. Several media outlets including USA Today attended and published articles. Visit Loveland sponsored with an ice sculpture and by working with other City of Loveland departments to secure space for the event.

DISCUSSION / ACTION ITEMS

- The March 2017 regular meeting will be cancelled and will not be rescheduled.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the February 15, 2017 Regular Meeting was adjourned at 7:10 pm.

OTHER NOTES None