

- 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 6:00 PM at the City Council Chambers.
- ROLL CALL** Roll was called and the following responded: Albers, Clark, Dwyer, Forster, and Roth. Coale, Erion and Ziglin were absent.
- MINUTES** Minutes for the April 19, 2017 Regular Meeting were unanimously approved as submitted.
- PUBLIC COMMENT** None
- REPORTS**
- Council Liaison Report Councilor Dave Clark presented the following:
- The DDA election geographical area is different than before.
 - Currently there is a lawsuit pending that is likely not going anywhere. More details will follow at a later date.
 - The Timeberlane Farm committee presented to Council and are working on something similar to Jessup Farms.
 - Hugh McKean notified Councilor Clark that the Windy Gap project was approved for several communities in the area.
- Financial Report Staff Liaison Cindy Mackin presented key highlights from the financial report:
- Lodging tax collections were up 6% in April over 2016 (\$66,989 in 2017 compared to \$63,002 in 2016), for an annual decrease of 2%.
 - Visitors Center sales were up 7% for the month of April over 2016 - \$4,448 compared to \$4,157. However, Visitors Center traffic was down 21%.
- PR Report Staff Liaison Cindy Mackin presented key highlights from the PR report:
- The CCTV documentary aired in April, resulting in more than 33 million impressions.
 - A full report can be found online.
- Staff Liaison Report Staff Liaison Cindy Mackin presented key highlights from the Staff Report:
- Gary Light, Visitors Center Manager, received a prestigious award from the Colorado Tourism Office for Front Line Employee of the Year.
 - Although staff applied for the Flood Grant application at a level of \$150,000, staff received funding approval for \$100,000. More information will be presented below.
 - Staff interviewed several candidates for the Tourism Group Sales position. After a series of phone interviews, staff along with an interview committee

held in-person interviews. Chris Bierdeman was the selected candidate. He is currently with UNC in Greeley and will joining Visit Loveland in June.

- After meeting with the Superintendents group a few years ago, they have finally committed to Loveland and have their venue in place along with several excursions including dining at various Loveland restaurants and more. Chris Bierdeman will be handling these types of groups in the future.
- Staff hosted a FAM tour from Switzerland composed of travel and tour operators. They visited Sylvan Dale, shopped, toured Art Castings, and stayed overnight in Loveland.
- The Colorado Tourism Office launched their official field guide with suggested itineraries. Between Fort Collins and Loveland, staff is developing an Arts and Drafts itinerary for a regional focus.
- One Tribe continues to create advertising and marketing materials for various online and print media.
- Nicole Yost of Fyn PR received a couple of awards for her PR work on Fire & Ice and Hot Cars Cool Nights.
- A new hotel will be opening June 2018 at the US34 and I-25 area where the Bass Pro Shop was originally planned.
- Visit Loveland will be wrapping a Green Ride bus that goes to DIA up to 16 times per day.

DISCUSSION / ACTION ITEMS

Colorado Eagles Partnership - Presentation by Cindy Mackin

- Gavin Riches had originally planned to attend to speak but the Eagles are in the playoffs so he was not able to attend.
- 100% of the \$77,000 partnership funds return to Loveland. The funds are used to book rooms at Loveland hotels.
- The visiting teams receive per diems, which are then spent in the community.
- The games bring people to Loveland, and the team hosts a variety of events throughout the year.
- Staff discussed with the Eagles that the budget is decreasing and the program may have to be cut.
- In return for investment, Visit Loveland receives website, radio and in-arena advertising for the hotels to be featured as well as the return from the lodging tax.
- Note that Chair Dwyer is not able to vote on this topic but stated that he does not see the value of spending that much on marketing, but does see the value of having people spend money in town. Commissioner Forster stated that she does not believe that the partnership should be cut, but thinks it should be a much lesser level. Councilor Clark recommended cutting the partnership and seeing if this impacts lodging tax. Commissioner Roth stated that she believes there is ROI from the opposing team staying in Loveland but that it is difficult to track. Commissioner Roth proposed to keep funding, Commissioner Forster proposed to cut funding, and Commissioner Albers proposed to keep funding. Chair Dwyer stated that staff should make this decision.

2018 Draft Budget - Presentation by Cindy Mackin

- The 2017 budget was for over \$1.2 million and included Wayfinding, a new staff person, and much more.
- In the April CMC meeting, staff proposed a drastically cut budget of \$905,809.

- Chair Dwyer stated the with the additional hotels coming, RevPAR and occupancy will drastically change. However, lodging tax should continue to increase.
- Current reserves are around \$450,000. The revised proposed budget is for \$998,022. Some of the larger items that were added back for this proposed budget are a partial Colorado Eagles marketing sponsorship for \$50,000, promotional items, photography/videography, increase in Certified Folder distribution, increase in FAM trips, a higher level for the Go West sponsorship, and higher sponsorship level for Fire and Ice which had been previously decreased.
- If lodging tax collections stay flat in 2017, the revised proposed draft budget for 2018 will be close to 2017 collections.

A motion to approve the 2018 Lodging Tax Operations budget of \$998,022 as recommended by Staff, was unanimously approved.

Winter Wonderlights - Presentation by Cindy Mackin

- Staff previously requested a supplemental for \$150,000 for the event, not knowing that the grant would come in at \$100,000. CMC approved the \$150,000 request. The new request is also for \$150,000 but with the understanding that only \$100,000 would be reimbursed.
- Sponsorships would be a good way to offset the costs associated with the event.

A motion to approve \$150,000 from Lodging Tax reserves for the CDBG DR Grant Winter Wonderlights project as recommended by Staff, contingent upon Visit Loveland being awarded the grant with the understanding that \$100,000 would be refunded by the State of Colorado upon proof of receipt and \$50,000 would come from the Lodging Tax Reserves, was unanimously approved.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the May 17, 2017 Regular Meeting was adjourned at 7:11 PM.

OTHER NOTES The June 21, 2017 regular meeting will be cancelled.