

CALL TO ORDER Community Marketing Commission Commissioner, Miki Roth, 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, Coale, Clark, Forster, and Roth. Dwyer and Ziglin were absent.

MINUTES Minutes for the May 17, 2017 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Councilor Dave Clark presented the following:

- The Brands project had a zoning overlay district set up. They are considering a gondola as part of the project.
- There will be a ballot measure for a ½ cent sales tax. The city is hiring a consultant to discuss further.
- There is not enough information available at this time to consider putting broadband on the ballot.
- The city is currently looking at a unified development code to replace the current one.
- The city is learning how metro districts operate and more will come on this later.
- The Foundry project had its groundbreaking the week prior.

Financial Report

Staff Liaison Cindy Mackin presented key highlights from the financial report:

- Lodging tax collections were \$77,091 compared to \$77,406 in 2016. This is flat over last year, bringing the total annual decrease year-to-date to 3%.
- Visitors Center sales were down 5% for the month of June: \$6,838 in 2017 compared to \$7,171 in 2016. Traffic experienced a significant decrease of 33% from 2,646 in 2016 to 1,778 in 2017. Staff is analyzing what could have potentially contributed to this significant decrease in visitation. Staff created a Google Business listing on Google Maps for the Visitors Center, with hopes of directing visitors to the center and store.

PR Report

Staff Liaison Cindy Mackin presented key highlights from the PR report:

- In June 2017, Visit Loveland was featured in 25 pieces of coverage with 36,945,085 impressions resulting in PR value of over \$169k. There were 3.6k social media shares.
- Media coverage included a front cover and great article on our meeting and Events Space in Colorado Meetings and Events, CBS Denver, KDVR TV segment on Cherry Pie Festival, 303 Magazine, K99, Westword, and many others, on topics such as fireworks, Downtown Loveland events, and Foote Lagoon concerts to name a few.
- See PR Report for full details.

Staff Liaison Report

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

- Staff is still in the process of getting the funding finalized for Winter Wonderlights event. A first draft of the contract was received from the state OEDIT on June 16th. Staff presented the item for first reading to City Council on July 5th. It was taken off the consent agenda by the public who were concerned about the use of funding and the location of the proposed event. City Council unanimously approved the supplemental appropriation of \$50,000 to support this event. The second reading will take place on August 1, 2017.
- Chris Bierdeman, Visit Loveland's new Tourism Group Sales Coordinator, started his position in June. He has since attended the CSAE Conference and DMAI's Annual Convention, attended the Loveland Hotel Association meeting, and has been gathering conference and meeting planner information.
- Staff met with a new videographer, John Hunt of Arcadian Films, earlier this year to produce a Downtown Loveland video as a first in a series of videos to promote Loveland. He filmed the Downtown District Live event, restaurants, breweries, and a Foote Lagoon concert.
- Staff attended the CSAE Annual Conference (designed for meeting and event planners) in Crested Butte in June. Staff partnered with The Ranch Events Complex and the Embassy Suites to sponsor three breakout sessions which included the ability to decorate the rooms as desired, and to speak about Loveland and why meeting and event planners would want to come here. Networking opportunities and a booth space at the conference allowed for staff to meet the meeting and event planners face to face.
- Staff, along with Economic Development Director Kelly Jones, attended the DMAI (now known as Destinations International) Annual Convention in Montreal. In addition to networking opportunities staff attended classes (DMO roundtable sessions, keynote speakers from Google and the Today Show, and classes on strategic planning, economic development, destination planning, social media, and networking events). Beata McKee graduated with her PDM (Professional Destination Management) certification and Chris Bierdeman started his classes to attain the same professional designation.
- Cindy Mackin spent 2 days in July with 25 other DMO/CVB CEO's from all over the state of Colorado at the annual Colorado Association of Destination Management Organizations (CADMO) meeting. There were presentations from the Colorado Tourism Office, CDOT, and information on Brain Hacking, social media and the latest trends in the Industry.
- Staff attended the annual IPW Conference in Washington, DC in June. IPW is one of the largest travel and tourism conferences in the world. As part of Visit Loveland's sponsorship, Loveland was represented in the state's booth. Staff had over 60 meetings with media, and travel and tour operators from all over the world. This was a very important year as IPW is coming to Denver in 2018. This conference is the largest Tourism conference in the US with over 6500 attendees from all over the world. The state has already included Loveland on its itinerary for the pre and post FAM trips for operators and media in 2018. Denver has not hosted this conference for over 25 years.
- Visit Loveland partnered with the state on a matching social media grant last week. The social media post, which included a :30 video, was a Facebook post targeting Cheyenne, Wyoming, Omaha, Nebraska, Salt Lake City, Phoenix, Arizona, Scottsdale, Arizona, Albuquerque, New Mexico and Wichita Kansas.

Over the 2 days it received 796 likes, 133,000 views and 41 comments.

- In the last month, staff has worked with the One Tribe team on several marketing and advertising pieces. This has included a design for a Green Ride bus wrap (which will be completed by the end of July), pop up banner for meetings and events, ads for Colorado Life Magazine, Loveland Art Studio Tours, and the CSAE one sheet. In addition, the Loveland Visitors Guide for 2017-2018 was completed and printed. Copies will be distributed via Certified Folder Display, DIA, Welcome Centers and hotels attractions across the state and are now locally being distributed and available.
- Through the Colorado Tourism Office, staff hosted a post-IPW Chinese travel and tour operator FAM trip in June. The group shopped at the Promenade Shops and Outlets at Loveland, enjoyed a guided tour at the Benson Sculpture Garden by George Walbye, ate in downtown Loveland and took a brewery tour, and rode horses and made s'mores at Sylvan Dale.
- Comcast's Out West, a TV show featuring travel host Carri Wilbanks of Catch Carri, filmed for an episode specifically on Loveland. Carri visited Sylvan Dale Guest Ranch for a true western experience with target shooting, horseback riding and roping. In addition, she visited Art Castings, Benson Sculpture Garden, The Rialto Theater as well as Boyd Lake State Park, where she got to ride a wave runner and interview a state park official. They filmed Loveland on location over three days. The episode is set to air in July and has 1.2 million subscribers.
- Visit Loveland will be wrapping a Green Ride bus that goes to DIA up to 16 times per day.

DISCUSSION / ACTION ITEMS None

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the July 19, 2017 Regular Meeting was adjourned at 7:15 PM.

OTHER NOTES None