

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, Coale, Clark, Dwyer, Forster, Roth and Siss. Ziglin was absent.

MINUTES Minutes for the July 19, 2017 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- Council received a presentation from the Review Development department on a Unified Development Code. It has updated codes for development.
- Council discussed a possible sales tax increase. A consultant will be hired to survey citizens whether or not they are for the sales tax increase. Issue would not be on the ballot until next November.
- Budget review revealed that there was a TABOR error of about \$8.5 million. The TABOR fund was supposed to cover several capital improvement projects such as museum, roads, and others. Because of this error, those projects will be unlikely.
- Eagle Crossing (the Brands project) is moving forward.
- Pulliam Building is moving forward with Phase I.
- The I-25/402 project went out to bid and all three bids that were received were considered non-responsive due to high costs. CDOT is re-evaluating to see what needs to be done to get this project moving forward.
- The US 34 improvements are not currently happening, and are partially due to the TABOR error.
- City Council elections are coming up on the November ballot.

Financial Report

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

- Lodging tax collections were down in August over the previous year from \$102,796 to \$98,753, although it was still the second highest collection to date.
- Visitors Center sales and traffic both decreased: 21% and 22% over August 2016, respectively. Staff is looking at advertising options to increase traffic and sales through the holiday season and beyond.

PR Report

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

- August included a couple of Comcast videos featuring the Rialto, arts, water activities, downtown, Sylvan Dale, and more.
- Visit Loveland was featured on radio, online, magazines, and more.
- A monthly Five to Love video series started in August. Each month it will feature events and what

to do in Loveland. The videos get shared on social, website, and e---news. See PR Report for full details.

Staff Liaison Report

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

- Visit Loveland now has over 20k subscribers for the newsletter which gets sent out monthly.
- Visitors Center volunteers and staff have been working events including the Art Show Weekend at the shuttle stops, Corn Roast, Pastels and more to hand out materials and promote Loveland.
- The NoCO Front Range Group formed several years ago and since has launched the Wish You Were Beer campaign and brought a group of influencers through a regional grant. This year, the group will be attending the Great American Beer Festival and get a day in the booth to spread the word about how many breweries are in this area.
- The Business Appreciation Breakfast will be at the Embassy Suites on October 5th. The theme will be American Ninja Warrior and the City Manager will be a part of the event. Noah Kaufman from the TV show will be the keynote speaker.
- Meredith Siss was introduced to the CMC. She has lived in Loveland for 8 years and runs a small Loveland marketing company.
- Chris Bierdeman was introduced to the CMC. In the 90 days since he has been with Visit Loveland as the Tourism Group Sales Coordinator, he has attended CSAE and DMAI, and started meeting with a variety of sales managers at various meeting and event venues in Loveland. Some of Chris' goals include creation of a meetings and events planner guide, partner ambassador program, and completion of his PDM certification. Commissioner Coale recommends a video to accompany the ambassador program training for front line staff.
- The Winter Wonderlights contract was signed by the state. RFP's went out for event production, graphic design, and PR/social media. Rhythm EFX was selected for event production due to their experience with lighting and music synchronization. One Tribe was selected for the graphics design due to their quality of work, price and experience. Fyn PR was selected for PR/social media services due to their experience and media contacts. Staff purchased a 40' igloo which will be in the center of Chapungu Sculpture Park, and a half dome 20' high will be on the stage. Nightly shows will begin at 5 PM and run until 9 PM. On weekends, there will also be performances by local groups on the hour, and light shows on the half hour. Advertising will include magazine ads, billboards, radio, social, and more. November 18th is the kick---off. Councilor Clark inquired how staff will measure success of this event. Staff will implement a gate counter or other way to measure how many people come to the event. A custom FB page should be created for this event and Visitors Center volunteers should gather visitor data (where people are coming from) at the booth.

DISCUSSION / ACTION ITEMS None

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the September 20, 2017 Regular Meeting was adjourned at 7:26 PM.

OTHER NOTES None