

**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, Roth and Siss. Ziglin was tardy. Forster was absent.

**MINUTES** Minutes for the September 20, 2017 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### **Council Liaison Report**

Councilor Dave Clark presented the following:

- The 2018 budget was approved but the budgeting process needs to go to study session. The current 600-page document is very difficult to understand.
- The city proposed a transit merger with Fort Collins to increase services for seniors and the disabled. COLT cost \$1.5 million but received about \$100,000 in income last year. In Loveland, about .5% of people use public transportation.
- Council has not heard anything yet on the broadband issue.

### **Financial Report**

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

- September was the highest lodging tax collection month in history. Collections were \$106,073 which is 15% higher over last year, but still down 1% year to date.
- Visitors center sales were down 10% for the month of September over 2016 from \$6,369 to \$5,737.
- Traffic at the visitors center was also down from 2,055 to 1,555.
- An ad was placed into the November City Update to promote the Visitors Center. Commissioner Coale also recommends putting up a poster at the Chilson.

### **PR Report**

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

- Visit Loveland partnered with Visit Fort Collins and Visit Greeley in a media pitch day with journalists in Denver, with the focus on agriculture.
- Valentine's Day and Winter Wonderlights are already getting attention.
- Pastels on 5th and other events were online, in print and television for a total PR value of \$123,381

### **Staff Liaison Report**

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

- Commissioner Albers mentioned that 2019 and 2020 are open for the Colorado Association of Realtors for a venue. In 2021 they are returning to the Broadmoor. Commissioner Albers will provide staff with contact information.
- The October newsletter went out to over 20,000 people. The focus was fall festivals and included a link to the downtown video.
- Staff along with Fort Collins, Greeley, Boulder, Longmont, and Estes Park attended GABF and it went very well. Staff collected visitor information and handed out marketing materials.
- Destination Colorado's Texas Roadshow took place in Dallas/Fort Worth. Chris Bierdeman attended on behalf of Visit Loveland and took a newly designed planners guide.
- Winter Wonderlights is kicking off November 18 at Chapungu Sculpture Park at Centerra. Staff is presenting to the Promenade Shops managers on October 19th to inform them of the event and to discuss partnerships. Performers will be on Saturdays and Sundays. The event will consist of over 100,000 lights, a 20' mappable Christmas tree on top of the hill, and the largest inflatable igloo. Visit Loveland partnered with iHeart Media and is getting in-kind in addition to a paid contract. A 60' billboard by Johnson's Corner will display event information. Commissioner Coale recommends checking with Street Media at Centerra regarding getting posters up. Promenade Shops is donating 4'x4' silver and blue present decorations.

**DISCUSSION / ACTION ITEMS**    None

**NEW BUSINESS**                            None

**PUBLIC COMMENT**                        None

**ADJOURNMENT**                            Having no further business to come before the Commission, the October 18, 2017 Regular Meeting was adjourned at 7:02 PM.

**OTHER NOTES**                             The November 15, 2017 meeting will be cancelled.  
  
The December 20, 2017 meeting will be rescheduled to a new date, time and location.