

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 5:00 PM at the Candlelight Dinner Theater meeting room.

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

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

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- Council discussed broadband topic and opinions varied greatly. Current broadband suppliers will be invited to present to the city to hear the other side of the story. Council has the ability to approve broadband, refer to the voters, or do nothing. Options vary from private-private, private-public, public-public, and others.
- PRPA (Platte River Power Authority) presented a net-zero carbon model as well as other options since prices of coal are expected to go up to current market prices once their current contract is up.
- I-25 improvement project came in over-bid so the scope will either have to be revised or more money will have to be allocated. One option is for widening from Longmont where the lanes change from three lanes to two, up to 402.

Financial Report

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

- October lodging tax collections increased 5% over 2016, from \$83,426 to \$87,196, and November was also up at 1% - \$73,161 to \$73,567.
- The Visitors Center had 13% less traffic in October in 2017 over 2016. For the year, traffic is down 12%.
- Sales were down 18% in October but up 13% in November. For the year, sales are down 1%.
- Visitors Center staff have been staffing a booth at Winter Wonderlights to hopefully increase sales.

PR Report

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

- Staff, including Chris Bierdeman dressed as a bear, delivered media baskets and Christmas trees to media outlets in November. This led to several television segments in Denver.
- November included Fox 31, KDVR, Denver Post, and many others.

Staff Liaison Report

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

- Winter Wonderlights kicked off in November. A videographer came out and got video footage which allowed staff to promote the event with a video. Several great partners have stepped up to contribute including Lowe's, iHeart Media, Rhythm EFX, and many others. Staff is tracking where people are coming from by asking when they come to the booth, and visitors have been from Denver, Cheyenne,

and locations from all over the region. Staff purchased all the items for the event so if the event is able to happen again, only installation costs would be needed.

- The Visit Northern Colorado group of Greeley, Estes, Fort Collins, Boulder, Longmont and Loveland attended GABF.
- Visit Loveland staffed the downtown Loveland Festival of Lights at a booth.
- Several FAM trips were hosted in October and November including China and Switzerland.
- Staff attended the Governor's Tourism Conference.
- Chris Bierdeman assisted with a FAM trip with Artworks Loveland. The participants were 28 arts professionals from all over the nation. The group visited Artspace, bronze foundries, and a few other areas within the community as well as in the region.
- A meetings and events planning guide is currently in-progress to help staff promote the space available.
- Chris Bierdeman attended the Front Range Trade Show in Aurora through Destination Colorado.

DISCUSSION / ACTION ITEMS None

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the December, 2017 Regular Meeting was adjourned at 6:05 PM.

OTHER NOTES None