

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, Siss and Ziglin.

MINUTES Minutes for the December 13, 2017 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- The broadband study will move forward for \$2.5 million. Currently there is not enough information available for decisions.

Financial Report

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

- Staff forecasted collections to be down 5% in 2017 but total collections came in at 1% up.
- January collections were \$53,356 which is a 12% increase over January 2017.
- Visitors Center sales were up 17% in January 2018 over 2017 (\$8,827 compared to \$7,556). However, traffic was down 6%.

PR Report

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

- In December alone, Loveland was featured in 50 pieces of media including Denver Post, 5280, 9 News, Channel 7, and many others.
- Because of the success of Brrryce the Bear in promoting Winter Wonderlights, staff got a heart mascot named Valentina and met with media in January to promote Valentine's month in Loveland. As a result, Loveland was featured in 100 pieces of media including Channel 7, 9 News, Fox, and many more in January.
- PR value in 2017 was over \$13 million.

Staff Liaison Report

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

- Fire and Ice was a great success despite the very cold weather and snow. Estimated attendance was 40,000, many of which were from Denver and out of town. Additional data will be available in the March report.
- Towne Place Suites by Marriott will be the hotel in the Foundry project in downtown. The hotel will have meeting and event space, a pool, and 102 rooms. The groundbreaking will be at the end of February with an opening targeted for Spring 2019.

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- Chris Bierdeman has been working on responding to RFPs as well as preparing for a variety of conferences such as MIC, IMEX, CVENT and others. He is also working on a meeting & events planners guide.
- The IPW conference is coming to Denver in May 2018. Visit Loveland is a sponsor of this conference which is the largest travel and tourism conference in the US. As a benefit of the sponsorship, staff will be hosting a post-IPW FAM trip on May 26, 2018. The Colorado Tourism Office is hosting a meeting for the community partners on February 28, 2018 to prepare the partners for international travelers and what to expect. CMC members are encouraged to attend.
- Staff worked with One Tribe on a Summer Alive ad. The ad is through the Colorado Tourism Office.
- All CMC members are invited to the Boards and Commissions event on March 8, 2018. The format is world café and the new location is at the Police Institute.

DISCUSSION / ACTION ITEMS None

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the February 21, 2018 Regular Meeting was adjourned at 7:20 PM.

OTHER NOTES None