

**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, Dwyer, Forster, Roth and Siss. Coale, Clark and Ziglin were absent.

**MINUTES** Minutes for the April 18, 2018 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### **Council Liaison Report**

None

### **Financial Report**

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

- Lodging tax collections were up 2% for the month of April, 8% year to date (from \$66,989 in 2017 to \$68,594 in 2018).
- Visitors Center sales were down 6% and Visitors Center traffic increased by 27%. Total Visitors Center sales year to date are \$34,125.

### **PR Report**

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

- Visit Loveland was featured in 303 Magazine, 9 News, and many others in April for a total PR value of \$229,026 and over 18 million impressions.
- Additional PR information can be found in the report.

### **Staff Liaison Report**

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

- Staff has been working on the 2018-2019 visitor guides. The guide will be different (layout, content, etc) than in the past and will not include any ads.
- Staff created a Welcome to Colorful Loveland Colorado sign and took the sign around Loveland to take photos and videos, which were used for National Travel and Tourism week on the state's website.
- A Japanese travel writer and rep from the Colorado Tourism Office came out in April to experience Sylvan Dale, Benson Sculpture Garden and dining in downtown Loveland.
- Advertising included Colorado Meetings and Events, Colorado Life Magazine, and an ad on the back cover of the PRSA Colorado awards program.
- Staff is preparing for IPW Denver which will take place in late May. Staff will meet with over 50 reps from all over the world and attend a variety of events. A post-IPW FAM trip will be in Loveland the following weekend and experiencing Benson, Sylvan Dale, downtown, and shopping.

- The Visit Northern Colorado group of Estes Park, Loveland, Greeley, Boulder, Longmont and Fort Collins applied for a grant in 2018 and are currently printing a rack card for the group to hand out at IPW.
- Staff attended a Colorado Tourism Office regional branding meeting in Fort Collins. Loveland and the Northern Colorado region are being placed in the Denver area, which is positive for the meetings and events story when promoting Loveland as a meeting destination.
- Chris Bierdeman along with three CMC members have formed a sub-committee to review funding requests specifically for conferences. The sub-committee agreed to contribute to one of the international events that first came to the Ranch in 2017.
- The Big Thompson Canyon is opening May 24th for good.
- The Winter Wonderlights supplemental appropriation passed at City Council last night.

## **DISCUSSION / ACTION ITEMS**

### **2019 Budget Discussion – Cindy Mackin from the City of Loveland**

Staff received the base budget from the budget office this week. The totals now include actual budgeted numbers for personnel and benefits. Numbers provided at the April meetings were guesstimates. Previously staff was working with the 2018 base budget of \$997k. The new base budget for 2019 is \$1,002,479.

New to Community Marketing are adding back in the Cultural Services donation and online advertising and content/video creation with OutThere Colorado.

The Visitors Center now includes cost allocations for the entire department.

Product Improvement costs will remain almost the same but staff increased the photography costs.

Administrative costs no longer include cost allocations as they have been put into the Visitors Center costs.

A motion was made to approve the 2019 Lodging Tax operations budget of \$1,002,479 as recommended by staff. The motion was approved unanimously.

**NEW BUSINESS**            None

**PUBLIC COMMENT**        None

**ADJOURNMENT**            Having no further business to come before the Commission, the May 16, 2018 Regular Meeting was adjourned at 6:40 PM.

**OTHER NOTES**            None