

CALL TO ORDER Community Marketing Commission Vice Chair, Miki Roth, 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, Clark, Coale, Forster, Roth, and Siss. Dwyer and Ziglin were absent.

MINUTES Minutes for the May 16, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Council Liaison Dave Clark presented the following:

- Council has been reviewing the 2019 proposed budgets but are not yet finished.
- The Broadband Advisory Communications Board is working on what recommendations to make to Council for the broadband project.
- The Pulliam building was re-bid but is currently on hold.
- CDOT applied for a grant from the Feds to help with the third lane funding but the city was not aware of the grant. Southern Colorado and I-70 received it. Construction will be starting this summer. Plans are being developed for the Highway 402 interchange.

Financial Report

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

- Lodging tax collections were up 14% for the month of May, 9% year to date. Total collections in May 2018 were \$71,204 and \$307,966 year to date.
- Visitors Center sales were up 19% and Visitors Center traffic increased by 8%. Total Visitors Center sales year to date are \$40,589.

PR Report

A PR/Social Media report was included but no key highlights were presented.

Staff Liaison Report

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

- US 34 is officially open for good. The opening was promoted with advertising in Colorado Life Magazine with an ad and the state of Colorado with a paid social media co-op.
- Visit Loveland had its first ambassador partners program in May during the National Travel and Tourism Week, The event was held at the Visitors Center and focused on how the businesses can connect, collaborate, and communicate. Many businesses donated food, alcohol and other donations for giveaways. The goal is to have two or three of these events annually.
- Staff has been working on the visitors guide which is now complete and at the printers. Distribution will be handled around the state and surrounding states. Denver International Airport is remodeling and the

guides used to be distributed there through Visit Denver. However, they are no longer able to so staff is having a call with a different vendor to discuss distribution at the airport.

- Staff attended the IPW conference in Denver in May. As a sponsor, additional staff was able to attend. Cindy Mackin had 60 meetings with international tour operators and media while additional staff was able to walk the conference floor.
- Following IPW, staff hosted 23 people for a FAM. These were half media and half travel/tour operators. The group went to Benson, Sylvan Dale, shopping, and dinner in downtown. SEND VIDEO LINK RECAP OF THE IPW FLOOR
- As a result of the Japanese FAM a few months ago, the travel writer published an article which included Loveland.
- Fort Collins and Loveland created a joint international ad because the cost was too high to do one separately, and the messaging is better when it's regional.
- Visit Loveland won an award for the Winter Wonderlights event PR and Cindy Mackin won the Business Person of the Year award from PRSA Colorado.
- The May newsletter focused on events such as Governor's Art Show and Travel and Tourism week.
- Advertising included Colorado Life Magazine with the Awesome Starts Here messaging.
- The Valentine's/Winter event RFP went out and staff received three RFP's which will be reviewed with a couple members from the CMC.

DISCUSSION / ACTION ITEMS

July Meeting

Staff proposed that the July CMC meeting be cancelled due to staff attending the Destinations International Conference in Anaheim the week prior. A motion was made and passed unanimously.

Regional Tourism Act (RTA)

Commissioner Forster requested an update on the RTA project. Councilor Clark reported that the new criteria from the state may change with the upcoming November elections. The project could still happen but there are currently gaps in funding.

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 6:50 PM.

OTHER NOTES None