

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, Clark, Cocek, Dwyer, Forster, Roth, and Siss. Ziglin was absent.

MINUTES Minutes for the August 15, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Council Liaison Dave Clark presented the following:

- Council discussed water and sewer rate increases for commercial and residential. A steep increase had to go into effect previously when the new plant was built.
- A draft budget was sent out last night and Council is working on finalizing. There are still issues with some line items and cuts need to be made.
- A plan for future lane expansion was to widen US 34 over I25 but the plans are still not finalized.

Financial Report

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

- June and July were high collections, with a 16% increase in June 2018 over 2017 and a 10% increase in July over 2017. July collections were the second highest to date. Year-to-date collections are \$502,031.
- The Visitors Center had 1,819 visitors in June which was a 2% increase over 2017, and 2,125 people in July which was flat over 2017.
- Visitors Center staff and volunteers have managed booths at several events including Loveland Loves BBQ Bands and Brews, Cherry Pie and others.

PR Report

- Visit Loveland partnered with the Visit Northern Colorado group of Estes Park, Fort Collins, Greeley, Boulder and Longmont. Travel to Northern Colorado was pushed out through social media and online with OutThere Colorado.

Staff Liaison Report

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

- June and July newsletters focused on summer events focused around outdoors, water and recreation. Each newsletter features a video component.
- Staff attended the Destinations International annual conference in Anaheim, CA and split up for sessions for destination marketing, meetings/sales, and social media/website.
- Staff is preparing for both the Winter Wonderlights and Valentines events. Rythm EFX will be producing the Winter Wonderlights event. Ads are already coming up due for advertising both, and this year will include a Comcast commercial advertising package.

- The Loveland Chamber of Commerce will be producing the Valentines festival with the support of Visit Loveland. The event will take place in downtown Loveland since Blazen Illuminations made the decision to move Fire and Ice to the Ranch. Visit Loveland will support Fire and Ice by promoting the event but will not be supporting financially. The Chamber will have to fund-raise and the event is not expected to be as big as in the past since it is a first-year event.
Staff is working with the Rialto staff to create packages for the winter to help cross-promote.
- Chris Bierdeman attended CVENT Connect with the Embassy Suites in July. Denver and Loveland were the only two destinations from Colorado. This was the first trade-show he has attended where the ratio of planners to suppliers was favorable. Chris is working with several planners of FAM trips for several of the planners he met with. He is also planning to attend IMEX coming up in the near future.
- Chris hosted a FAM trip for an association and took the group to Sylvan Dale Ranch, Sweetheart Winery and dinner in downtown. In addition, he met with a group this week that is also interested in Loveland, and has meetings set up with other potential meeting planners in the near future.
- The new Visit Loveland partners emails get sent out weekly. Members in the community are encouraged to submit events that are currently not posted on the website.
- A new url meetloveland.com has been set up and re-directs to the meetings and events section of the website.

DISCUSSION / ACTION ITEMS

Proposed Route Adjustments Presentation by Candice Folkers with the City of Loveland Transit Department -

The city is not keeping up with changes in the community as it grows. Annual ridership is declining nationwide but COLT is declining at twice the speed. They are reviewing changes that need to be made including frequency, hours, schedules, and routes. Proposal includes increase in routes and frequency, and make the system easier to use. COLT Express did not meet expectations. The changes are expected to increase ridership by 20%. There are additional upgrades that are being considered and they will be approaching Council with some items. The property at 37th and 287 has been purchased and if a grant is awarded then an opening of a new transit center is expected in 2019 or 2020. Chair Dwyer mentioned offering a free month with a Loveland ID to spur interest. Candice Folkers stated that there would be a concern with perception that services are being given away for free. The current annual cost is \$1.2 million, plus allocation costs. Some of the costs are covered federally and some are city funds. Revenue is slightly more than \$100k.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the August 15, 2018 Regular Meeting was adjourned at 7:08 PM.

OTHER NOTES Jonathan Cocek was introduced as the newest Community Marketing Commissioner. Laura Coal resigned due to a move to Florida.