

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: Cocek, Dwyer, Forster, Roth, and Siss. Albers and Clark were absent.

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

PUBLIC COMMENT None

REPORTS

Council Liaison Report

No report was provided.

Financial Report

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

- Collections in August were the second highest to date. Year to date collections are \$607,326, and August collections were \$105,295.
- Visitor Center sales were up 72% for the month of August at \$11,174, \$66,822 year to date.

PR Report

- No key highlights were presented but a report was made available.

Staff Liaison Report

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

- Staff is working on Winter Wonderlights programming for November and December. Performance slots are now completely full and staff is only paying for one group (Spinphony) to perform. The rest are community groups such as Loveland Orchestra and other groups from the region. Lowes will be participating again this year, and the event will benefit the Food Bank. Media advertising will be through iHeart online, onsite and radio as well as with Comcast on television. All of Loveland will be promoted in the commercials. Staff is seeking sponsorships and offering large media value for sponsors.
- Staff is also working with the Chamber on the Sweetheart Festival - Love Locks and Lights. In addition to the 30 foot LOVE lock sign, the event will include mapping projections, the largest inflatable slide in the US, live music, vendors, a biodegradable balloon release for lost loved ones, beer and chocolate pairings, a race, art installations, a kids contest, and much more. Staff will take over the 4th Street Gallery to make it into a love display.
- Chris Bierdeman will be attending the IMEX conference in Las Vegas in October and is participating with Destination Colorado in the state's booth.
- Chris will be following up with the sub-committee on funding requests. Many inquiries are coming from dog shows which pose many challenges.

DISCUSSION / ACTION ITEMS

Colorado Eagles 2019 Advertising – Presentation by Gavin Riches

With the support of the CMC in the past, championship games, the All Star game, keeping the players in Loveland hotels and much more has been accomplished. By Monday, the Eagles will be in the American Hockey League which is the second best in the world. The Eagles are now a part of the Colorado Avalanche.

Per diems are increasing for the players and they have a larger accompaniment of travelers with them. When they were part of the ECHL, they would trade with the other cities hotel for hotel. Now they are not able to do so but they can push for designated hotels.

Visit Loveland sponsored \$73,000 plus playoffs but decreased to a \$50,000 sponsorship level in 2018. As part of the sponsorship, Visit Loveland received booth bights, dasher boards, ice logos, zamboni visits to events, event promotion, and much more.

The request for \$50,000 from the 2019 budget cannot be requested from Council as of yet because the 2019 budget has not yet been approved. A motion was made to approve \$50,000 from the lodging tax reserves in the 2019 budget to support the Colorado Eagles upon approval of the 2019 budget. Two commissioners were in favor and two opposed. The motion did not pass on the first attempt.

Additional discussions took place and the motion was reconsidered, and it was decided that the CMC would require more data and statistics next year in order to be able to determine if additional funds will be provided for the last part of the 2019 season and beginning of the 2020 season. The motion was approved on the second try.

It was requested that additional discussion on this topic continue at the October 2018 meeting.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the September 18, 2018 Regular Meeting was adjourned at 7:46 PM.

OTHER NOTES None