

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, Dwyer, Roth, and Siss. Cocek and Forster were absent.

MINUTES Minutes for the September 19, 2018 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

Council Liaison Dave Clark presented the following:

- The 2019 budget was approved. City Manager's assistant, Justine Bruno, created a fiscal contingency plan for review.
- Many transportation projects are pending the election, but current polling does not show the items passing. The I-25 widening project will happen but additional funds are needed.

Financial Report

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

- Collections in September 2018 were \$102,455, a 3% decrease over 2017 which was expected since September 2017 collections were the highest on record. Year to date, collections are up 8%.
- Visitor Center sales were up 12% over 2017 at \$6,276 and traffic was up 7%.

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:

- With Winter Wonderlights kicking off in less than a month, staff has been busy planning performances, food trucks, vendors, and more. Opening night will feature Spinphony, fun giveaways, princess photos, face painting and more.
- Staff hosted a golf FAM trip through the Colorado Tourism Office to promote the TPC Golf Course in Berthoud, and Loveland hosted the group overnight since Loveland is the closest lodging to the course.
- Mascot Valentina greeted kids from the Thompson School District tour with the Mayor. She handed out goody bags to each of the groups of kids that came by.
- Beata McKee attended a media reception in Denver through the Colorado Tourism Office to promote Winter Wonderlights and much more for the winter. She met with various travel writers and reps from Colorado.
- Chris Bierdeman attended IMEX in Las Vegas along with the Embassy Suites to promote Loveland as a meetings and events destination.
- Staff will be attending the Governor's Tourism Office conference in Vail at the end of the month.
- A new Microtel hotel will be coming to the area near the other extended stay hotels near Crossroads.

DISCUSSION / ACTION ITEMS

Cancelling the November Meeting

Due to the heavy workload of Winter Wonderlights, staff requested that the November CMC meeting be cancelled. A motion was made to cancel the November CMC meeting. The motion passed unanimously.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the October 17, 2018 Regular Meeting was adjourned at 6:46 PM.

OTHER NOTES None