

**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 Manager's Conference Room.

**ROLL CALL** Roll was called and the following responded: Clark, Cocek, Dwyer, Melena, Roth and Siss. Albers, Anderson and Forster were absent.

**MINUTES** Minutes for the January 16, 2019 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### **Council Liaison Report**

City Council Liaison Dave Clark presented key highlights:

- McWhinney's presented their annual report to Council at the last meeting. While they answered all of Council's questions, there was some pushback.
- The police training facility project in Loveland is moving forward.
- Additional funding for Northern Colorado traffic issues is still needed, and the costs for US 34 updates will double if the project has to wait.

### **Financial Report**

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

- January lodging collections were flat, with \$54,556 collected in 2019 and \$54,356 in 2018.
- The Visitors Center experienced an 86% increase in sales over last year, from \$8,827 to \$16,375, due to the new Love Lock sculpture lock sales.
- Traffic to the Visitors Center increased 40% over 2018, from 1,303 to 1,818.
- The lodging tax report was updated to include the same information as previous reports but in an easier to understand format with a summary at the end and section for notes/comments.

### **PR Report**

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

- January PR value was \$571,098 and included over 148.4 million impressions with 4.28 thousand social shares.
- Promoting Valentine's Day in Loveland contributed to these totals.
- Staff along with "Valentina" promoted Loveland on multiple television segments throughout the month. In addition, Yahoo News picked up the Love Lock story as did many others.

### **Staff Liaison Report**

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

- The January 3<sup>rd</sup> Valentine's season in Loveland kick off in conjunction with the Loveland Chamber included the unveiling of the Love Lock. The unveiling was picked up by media and the success was much higher than anticipated.
- "Valentina" and staff made special Valentine's deliveries to media across Colorado, including in the Denver and Colorado Springs areas.
- Staff attended the TIAC annual legislative reception at the Brown Palace on January 28<sup>th</sup>. The event

allows tourism professionals to meet with state legislators to share messaging about the importance of tourism to local and state economies.

- Ads for the Loveland Chamber Annual Dinner, Colorado Life and the state of Colorado's monthly newsletter were created in January.

## **DISCUSSION / ACTION ITEMS**

### **NEW BUSINESS**

- Staff will be contacting the Events Funding Committee in the upcoming month about several requests that have come in, including Governor's Art Show and Sculpture in the Park shuttle bus sponsorships. Councilor Clark commented that sponsoring the shuttle buses is a misuse of funds and that staff should consider other sponsorship opportunities to promote the event.

**PUBLIC COMMENT**      None

**ADJOURNMENT**      Having no further business to come before the Commission, the February 20, 2019 Regular Meeting was adjourned at 6:48 PM.

**OTHER NOTES**      None