

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 in the City Council Chambers.

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

MINUTES Minutes for the March 27, 2019 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report

City Council Liaison Dave Clark presented key highlights:

- Councilor Clark met with the transportation commission in Denver to discuss an opportunity to get funding allocated for I-25 that would allow a lane to be built out instead of in. CDOT will need to figure out their part and take it to the commission for discussion. \$250 million was requested. The May meeting will be when the outcome is decided. U.S. 34 and Hwy. 402 funding are still issues.

Financial Report

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

- Lodging tax collections for March are inaccurate because two properties did not report their collections. Updated numbers will be provided at the next meeting.
- Collections are at 0% increase or decrease for the year.
- The Visitors Center was up 28% in March at \$5,653 in sales and the love locks continue to bring in visitors. Traffic was up 19%.
- The Visitors Center is continuing to purchase merchandise for the year to update inventory.

PR Report

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

- The March focus was summer and working on the 2019-2020 visitor guides.

Staff Liaison Report

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

- The March newsletter focused on new experiences in Loveland.
- Chris Bierdeman received 8 RFP's in March. He attended MIC and staff joined him for the Colorado Meetings + Events Best Of event. The MIC conference was a partnership with The Ranch and the Embassy Suites.
- Valentina has started her own Instagram account.
- Visit Loveland has started a new monthly video series. More to be presented on this in the April report.
- The 2018 annual report was completed in March and reflects on partnerships, events, website, awards, social media, PR, advertising, the Visitors Center and much more.
- Staff is working on the upcoming visitor guides. Chair Dwyer inquired about the quantity of visitor guides to be printed in 2019 due to less interest in printed materials, to which Liaison Mackin

commented that the same amount (45,000) will be printed this year and distributed in the surrounding states, Colorado Convention Center, state welcome centers, and more. A tear-off map will be created for hotels, Visitors Center, and others that will have information for those that are already in Loveland.

- Chair Dwyer recommended a small replica of the LOVE lock sculpture to keep promoting it.
- The 2020 budget was to be presented this evening but staff does not have the totals for all the benefits and other line items needed from the Budget Office. The budget will be presented during the May meeting.
- The Web.com TPC golf tournament will be coming and, since Berthoud does not have any lodging properties, Loveland will be the host city and is sponsoring at the \$5,000 level. The inflatable igloo will be at the event as a cooling station and will showcase the large banners on the sides. Staff will also be giving lanyards branded with Visit Loveland to all the staff and players. The event is July 8 to 13, 2019.

DISCUSSION / ACTION ITEMS

NEW BUSINESS / COMMENTS

Broadband Update from Steve Adams, Loveland City Manager: Broadband bonding has begun and the bonds will be issued. June or July will be the start of construction. Most of it will be hard-wired underground. Deployment of the high-speed fiber will be deployed in multiple sections as it is installed.

The Brands Update from Steve Adams, City Manager: City Council will hear from Martin Lind about the Brands project including the ice rinks and more at the end of May. Also, the McWhinney group will be presenting a new project May 24.

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the April 17, 2019 Rescheduled Meeting was adjourned at 7:15 PM.

OTHER NOTES None