

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, Cocek, Clark, Dwyer, Forster, Melena, Roth and Siss. Andersson was absent.

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

PUBLIC COMMENT None

REPORTS

Council Liaison Report

City Council Liaison Dave Clark presented key highlights:

- City staff will be reviewing cost of power and rates.
- A US 34 study still needs to be done.
- The DDA project at 4th and Garfield will include retail and residential, and is expected to be \$4 million.
- The Mayor has requested tourism-related discussions and that Loveland is represented in Estes Park. However, Councilor Clark conveyed that because Estes Park is a seasonal destination, Loveland's lodging collections have doubled over the years, and Loveland is continually receiving recognition, the CMC should make that decision.

Financial Report

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

- Lodging tax collections for April indicated an increase of 29% over last year, but this number included the collections that were not reported for March. Year to date collections are \$256,277 with an 8% increase over 2018.
- The Visitors Center was up 39% for sales in April at \$5,809. Traffic was up 10% for the month. Year to date visitors are 6,353, a 22% increase over 2018.

PR Report

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

- Loveland was featured in WestJet Magazine again from a familiarization (FAM) trip that staff hosted. The estimated value is \$200,000.

Staff Liaison Report

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

- The April newsletter focused on local things to do in Loveland. Staff switched from MailChimp to Constant Contact due to several issues.
- The 2019-2020 visitor guides are expected to be printed and available around Memorial Day. Staff is requesting feedback on the map.
- Staff is preparing to host four FAM trips in May alone. These include travel writers, bloggers and media from Germany, the UK and Australia, as well as a FAM from the Colorado Welcome Center.
- Visit Loveland launched a new video series called Loveland NOW! The April video received over 9,000 views.

DISCUSSION / ACTION ITEMS

Estes Park Brochure Distribution: As a follow up to Council Clark's comment regarding advertising in Estes Park, Visit Loveland's visitor guides are currently distributed in 600 locations throughout Colorado and surrounding states, Denver International Airport and their visitors center, and more including at the Estes Park visitors center. Cindy Mackin spoke to Ruby at NoCO Brochures and no other destinations use her services. Certified Folder does not distribute in Estes Park specifically because they are such a seasonal destination. A majority of the CMC members felt that this was not where Visit Loveland should be distributing and commented that once the visitors are in Estes Park they are already there and need to be captured before getting to Estes Park. Visitors Center Manager Gary Light said that guide distribution is most effective when it's face to face and by speaking with guests at the visitors center they are often able to keep them in Loveland longer.

Colorado Eagles Advertising Sponsorship: Staff received metrics from the Colorado Eagles for last year's sponsorship. Loveland had more overnight stays as a result, and with the team's increased per diems the spending was also higher.

2020 Budget – Presentation by Cindy Mackin, City of Loveland: Certain expenses within the budget are out of staff's control, such as salaries, benefits and cost allocations. Two budget options were proposed to the CMC. The first budget consisted of expenses in excess of 2018 collections for a total of \$1,207,420. The second consisted of a lesser budget for a total of \$1,042,875. The segmented buckets consist of the following:

- Product Improvement: printing visitor guides, visitors study. Wayfinding sign maintenance, website updates and hosting, photography, videography
- Visitors Center: one full-time staff and four part-time staff, benefits, utilities and facilities costs, food, telephone, alarm monitoring, postage, office and computer supplies, volunteer recognition, supplies for resale/cost of goods sold, credit card and lock box fees, other services
- Personnel/Overhead: three full-time staff, benefits, office supplies, meeting expenses, travel, memberships, printing, general liability, leases, rentals, overhead costs, postage, shipping, telephones, computers and equipment, wayfinding signs power washing, newsletter services
- Community Marketing: visitor guide distribution, advertising in print, digital and television, regional partnerships, event sponsorships, FAM trips, radio campaigns, marketing supplies, convention attraction and tradeshow, contracted services for graphic design, public relations, poster distribution and more

Most of the CMC members were not comfortable with the higher proposed budget but felt that too much would have to be cut by moving forward with the lower budget.

A motion was made to approve the 2020 Lodging Tax operations budget of \$1,108,524 as recommended by staff, with the understanding that the personnel services costs could increase or decrease once the Budget Office finalizes their numbers. The motion passed unanimously.

NEW BUSINESS / COMMENTS None

PUBLIC COMMENT

Olivia Lowe: Stated that she believes downtown Loveland needs more programming and recommended a historic walking tour more than just twice a month and has ideas how to make improvements. She stated that downtown is also in need of an events planner so she has started a business with her partner Amanda Waddell.

Community Marketing Commission Meeting

May 15, 2019

Page **3** of **3**

Amanda Waddell: Stated that sponsorships for events matter. She works with I Love Loveland and the community notices when companies are not present.

ADJOURNMENT Having no further business to come before the Commission, the May 15, 2019 Regular Meeting was adjourned at 7:45 PM.

OTHER NOTES None