

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

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

PUBLIC COMMENT None

REPORTS

Council Liaison Report

None

Financial Report

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

- Lodging tax shows that collections were 3% down, but there is a question on the reporting by one property. Another property was doing a remodel so that could have also impacted the numbers.
- Visitors Center sales were up 43% and traffic was up 14%. Locks continue to sell well and the sculpture brings in people from US 34. Final landscape pavers are going in this weekend.

PR Report

A PR/Social Media Report was provided.

Staff Liaison Report

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

- Loveland's second annual tourism rally took place in May. Messaging was around tourism and how Visit Loveland can partner with others in the community, and also a celebration of tourism.
- A newsletter went out to over 25,000 people focusing on outdoor events.
- The visitors guides are finally printed and will be distributed throughout Loveland, around the state and surrounding states, and much more. The colorful map will become a tear-off with the current map on one side and a listing of breweries, restaurants, hotels, and other destinations on the other side.
- In May, the Colorado Tourism Office included Loveland on three international FAM trips including the UK, Australia and Germany. The trips consisted of media, bloggers, travel agents, and more. In addition, a group from the Colorado Welcome Center visited Loveland and took a tour of Art Castings.
- Advertising included Adventure Outdoors Magazine for a very low rate. An ad was also produced for Dancing With the Stars.
- Nicole Yost was named PRSA Colorado's PR Person of the Year. Visit Loveland also won an award for Winter Wonderlights.
- Chris Bierdeman represented Loveland at Destination Colorado's annual road show event in Atlanta. About 20 representatives from Colorado attended the event.
- Staff is preparing for the Korn Fairy Golf Tournament (previously called the Web.com tournament) at the TPC golf course in July.

DISCUSSION / ACTION ITEMS

Winter Holiday Council Financial Support - Presentation by Justine Bruno

On June 25, a presentation will be made to City Council regarding the Winter Holiday Council. The organization is a non-profit that provides a free community holiday display each year. In 2018, they requested funding from the City in excess of \$13,000. Due to budget constraints, the City was unable to provide funding for 2019. Funding for the RFP's, around \$15,000, will be requested from City Council. Without this, the program will not be possible most likely. Lighting trees at the lagoon would be \$20,000-\$30,000. Other options will be provided to City Council how this could potentially happen. Marketing would need to be increased. The City has been reviewing how holiday events are funded in general and how this one could be updated to be sustainable.

There would be sponsorship opportunities. Options include:

- Consolidating items: currently the inventory is very large so that has been cut in half.
- Changing the theme: traditional decor has been used but the new theme would include artist input via RFP, hopefully doing larger installations that are a draw for tourism.
- Changing location: currently they are located at Webster Park and Southshore Lake. Due to issues at Webster Park, decor would be displayed at Civic Center at the Foote Lagoon. 8-10 displays could be used around the lagoon, and programming could be incorporated (Santa visits, hot chocolate, etc.).

CMC recommendations for the program included sponsorship opportunities from businesses and possibly for the artists to get their own sponsorships, emotional connection to the pieces, and events around this such as 5k's.

City Council could ask why the CMC is not covering this funding. The messaging should be that Visit Loveland would provide marketing support. The organization does not currently have a marketing plan such as other organizations who request funding have, but Justine Bruno asked if the CMC would consider this in the future once a plan is in place. The CMC responded that if a plan was presented for this to become an actual event with statistics, this would be considered since it is in the shoulder season but currently it is targeted for the community rather than tourists. Not enough information on the marketing is currently available to make a decision.

No financial request was made of the CMC. Visit Loveland's contribution would be marketing the lighting through the Light Trail Map, PR/social media, television advertising, and more. This could be included in the long lead stories if Visit Loveland is aware ahead of time.

2020 Budget Recap - Presentation by Cindy Mackin

\$60,000 had to be cut from the 2020 budget during the planning process. Items that were omitted included lowering the amount for research, promo items, travel, events including Loveland Sweetheart Festival and Winter Wonderlights, television and print advertising, Eagles sponsorship was cut in half, and some event sponsorships had to be cut entirely such as Live Loveland. While Visit Loveland wants to support every event, often too many events are supported compared to the marketing and advertising needed to attract people to Loveland.

NEW BUSINESS / COMMENTS

- Jonathan Cocek will be resigning from the CMC as of the end of June due to work commitments.
- Interviews for a couple of expiring terms and one opening were completed earlier this day.

ADJOURNMENT Having no further business to come before the Commission, the June 19, 2019 Regular Meeting was adjourned at 7:15 PM.

OTHER NOTES The July meeting was cancelled.