

**CALL TO ORDER** Community Marketing Commission Vice-Chair, Miki Roth, called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:05 PM in the City Council Chambers.

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

**MINUTES** Minutes for the June 19, 2019 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### **Council Liaison Report**

Council Liaison Dave Clark presented key highlights:

- The marijuana sales initiative will be on the November ballot.
- The city sales tax issue will also be on the November ballot to increase taxes as two separate items, including a recreation center, library, museum remodel, fire station, U.S. 34 improvements, and bike trail underpasses. Loveland has a 3% sales tax which is lower than nearby communities. The county is also putting a sales tax increase on the ballot.
- Additional funding of \$310 million for I-25 improvements was approved which will allow additional expansion.
- The Youth Advisory Commission had a retreat over the weekend.
- Some members of Council feel that tourism is not being promoted enough. Staff Liaison Mackin commented that staff works overtime with extra pay including weekends, evenings, and more, consistently receiving praise from the Colorado Tourism Office, hosting multiple familiarization trips including two this weekend, and so much more.

### **Financial Report**

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

- Lodging tax collections for both June and July were flat over 2018. However, year to date collections are up 4% at \$519,822.
- Nearby communities have added over 200 hotel rooms which are causing rates to decrease in Loveland. However, summer months are holding around 95% occupancy.
- The Visitors Center is up 58% for the year with a 28% increase in June and 91% increase in July over 2018. Visitation was up 20% over 2018 with 12,840 people coming to the Visitors Center year to date.

### **PR Report**

A PR/Social Media Report was provided.

### **Staff Liaison Report**

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

- The July Visit Loveland Now video featured Loveland's water story at Carter Lake.
- Ads for the Loveland Art Studio Tour magazine and State of Colorado's Love Magazine were created.
- Loveland sponsored the TPC Golf Course in Berthoud. Since Berthoud has no hotels, the media, players and more stayed in Loveland. Part of the sponsorship including providing a cool zone with the large

inflatable igloo where Loveland branded items were handed out along with water, and the smaller igloo which provided water.

- Staff hosted a golf media trip in June.
- Visit Loveland hosted a meeting event planner FAM trip for 10 meeting and event planners. They were taken around town to showcase things to do, places to eat and see, and an overnight stay. It included horseback riding at Sylvan Dale, tours of hotels and meeting spaces, a tour of Art Castings and Benson Sculpture Garden, dining at several restaurants, tastings at Sweetheart Winery, a show at the Budweiser Events Center and more.
- Chris Bierdeman will be leaving for Kentucky for Connect Marketplace (specifically for meetings and events) this weekend to meet with 85 planners and the following week for IMEX in Kentucky as a partner of Destination Colorado to meet with planners from all over the world.
- The map in the visitors guide will be printed as a two-sided map with attractions, lodging properties, music venues, and much more.
- Allegiant Airlines is returning to Loveland and more details will be available at the next CMC meeting.
- Winter Wonderlights will include live reindeer, additional lights, and much more.
- Loveland's Sweetheart Festival planning is also underway.

#### **DISCUSSION / ACTION ITEMS**

None

#### **NEW BUSINESS / COMMENTS**

- New Commissioner Josie Langhorst and Alternate Kathleen George were introduced.
- The annual Boards and Commissions Appreciation Event will be taking place in September. More information will follow via email.

#### **ADJOURNMENT**

Having no further business to come before the Commission, the August 18, 2019 Regular Meeting was adjourned at 7:32 PM.

#### **OTHER NOTES**

None