

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, Clark, Dwyer, George, Langhorst, Melena, and Roth. Forster and Siss were absent.

MINUTES

Minutes for the August 21, 2019 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT

Bruce Croissant, Invest in Loveland Committee: spoke regarding 2 ballot issues about providing community facilities through increased sales tax. He wants to make sure that the issue is put forward by encouraging people to vote yes on ballot issues 2A and 2B. He said that we, as a city, are unable to prevent people from moving here and it's putting a strain on facilities so it is important that these tax issues pass. He stated that Loveland's sales tax is too low and he is visiting commissions to spread the word. The committee is spending \$2,500 to run these advertisements and is seeking funding from community members and is asking people to write letters to the editor in support of the issue, and also spread the word on social media. The vote is set up as vote yes for it to pass.

REPORTS

Council Liaison Report

Council Liaison Dave Clark presented key highlights:

- Golf is an enterprise fund and not supplemented by the City at all. They do not have the funding required to make some needed improvements so they considered raising their fees including on their season passes. No vote was made on this topic and they will be coming back to Council with more information.
- Another budget presentation was made and Council provided input. There are still budget shortfalls.
- Three presentations on metro districts have been made and all three have passed, all with a seven or eight to one vote.
- The 1/2 cent tax increase will be on the ballot this year. Some believe that the infrastructure and amenities items should be split on the ballot. A bike underpass is only 16%, while the library and museum expansions totaled a majority of the tax.

Financial Report

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

- August collections were \$128,982 which was the highest month ever at a 22% increase. Year to date, collections are up 7%.
- Visitors Center sales were down due to not having a booth at Art in the Park this year due to staffing shortage.
- Traffic at the Visitors Center was up in August.

PR Report

- Fall pitching started in early August and included television segments.

Staff Liaison Report

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

- Chris Bierdeman attended Connect Marketplace in Louisville in August. The conference seemed

successful, as Visit Loveland had a booth alongside Embassy Suites and The Ranch, and had a Lego bar to allow people to make their own Lego heart at the booth.

- The Visit Loveland cartoon map was finalized and the pads will be delivered to hotels this week. One side shows Loveland (not to scale) and the other has attractions, restaurants, and more.
- Staff met with the Air Stream convention coming next June.
- The August newsletter featured events and the social media contest.
- Staff worked with the airport to announce the Allegiant flight to and from Las Vegas and Phoenix. Councilor Clark commented that there is a lot of work taking place behind the scenes at the airport.
- The Downtown Foundry grand opening included the new hotel, movie theater and plaza. The Visit Loveland NOW video filming took place at the Foundry.
- Cindy Mackin and Beata McKee attended ESTO in Austin, TX. This conference was specifically for destination marketing organizations. The keynote speakers and sessions were among the best staff has ever attended.
- Visit Loveland sponsored the Corn Roast Festival and the crowds were huge. Staff had a float and Cindy Mackin was the Grand Marshal. Alcohol was an issue so the event will not be returning to downtown. It will go to Fairgrounds Park in the future.
- Staff will be speaking at the Governor's Tourism Conference later this month.

DISCUSSION / ACTION ITEMS

None

NEW BUSINESS/COMMENTS

None

ADJOURNMENT

Having no further business to come before the Commission, the September 18, 2019 Regular Meeting was adjourned at 6:37 PM.

OTHER NOTES

None