

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, Forster, George, Melena, Roth and Siss. Langhorst was absent.

MINUTES

Minutes for the September 18, 2019 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT

None

REPORTS

Council Liaison Report

Council Liaison Dave Clark presented key highlights:

- Council will be getting a revised golf fees presentation from the Parks Department.
- The 402 project was discussed and included improvements to the river and how to make that corridor more appealing. Property ownership would be a consideration for these discussions in the future.
- Budget discussions are going on one year and the first reading took place on October 15.
- The October 15 meeting resulted in the Mayor attempting to disrupt the metro districts in Loveland. While residents want recreation centers and other public improvements, the cost to include these fees in the price of lots would be expensive for buyers so metro districts are created to encompass these costs. The Mayor stated that she is taking the issue to the IRS, and accused city staff of not collecting sales tax properly. A resolution was passed that public comment can no longer be made from the dais.

Financial Report

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

- September lodging collections were up 15% for the highest collection month on record. This now includes the new properties reporting. TownePlace Suites in downtown was sold out during their first two weekends.
- The Visitors Center was up 58% in both sales and traffic.
- Commissioner Forster inquired whether a television kiosk could loop commercials for events and advertising paid for by restaurants or other businesses. Visitors Center Manager Gary Light commented that the less distractions, the more customers can interact with the staff. Others commented that it could bring them into the Visitors Center if they were only there to use the restroom or visit the Chamber of Commerce.

PR Report

- A PR report was provided

Staff Liaison Report

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

- The October e-newsletter included a new layout and format, and was all fall related activities in Loveland.
- Television coverage typically does not occur in the fall but Visit Loveland was on two television segments to promote Loveland activities such as Colorado Eagles, Loveland Art Studio Tour, Osborn Farm and much more, and one segment included Alternate Zach Andersson to promote the Loveland Zombie Crawl. Visit Loveland will be going on various news stations in November to promote Winter Wonderlights.
- PR coverage included more than 66 pieces on various events and activities. The top social media posts were a sunset picture and the new Foundry project.
- Visit Loveland hosted seven media/journalists from Australia. The Colorado Tourism Office paid for this FAM tour because Visit Loveland's budget would not allow it.
- Visit Loveland also hosted an independent journalist from Canada, which included a Benson tour. The Benson tours are typically guided by someone from the High Plains Arts Council.
- Staff attended the Governor's Tourism Conference in Denver and did not win any awards this year. Staff liaison Cindy Mackin spoke during the Place Making session.
- Chris Bierdeman attended IMEX, the world's largest meetings and events conference in the world, in Las Vegas. There were over 4,200 planners at the event and staff collected over 500 leads.
- During September, Visit Loveland sponsored Hot Metal Cold Brews and Pastels on 5th.
- The save the date for Winter Wonderlights is November 15th. A new heart light tunnel and live reindeer are new to the event this year.
- Staff is planning for the Sweetheart Festival. The wedding will take place at 4:00 PM to kick off the festival. More information to come on this in the future.

DISCUSSION / ACTION ITEMS

Presentation – Alicia Calderon, City of Loveland Deputy Attorney

Everyone's role on a board or commission is limited to what is in municipal code. The CMC is to promote tourism within the city and for community and destination events. Anything outside of this code would require modifications via an ordinance but would not have to go to voters for a change, but it would require City Council approval. Certain items would require going to voters but as long as the purpose and amount remains the same it would not require voter approval.

The CMC is subject to the open meetings law. All meetings must be posted at the Clerk's office. If three or more members are having a meeting or a call to discuss anything related to the commission, it is considered a public meeting and should be noticed. If this occurs out of compliance, the agenda for that meeting is void. The items then have to be brought to the next public meeting and voted on.

Quorum is considered the majority of the appointed members, not including alternates or the Council Liaison. Open records law applies to all public meetings, and three or more people discussing a topic related to the commission via private or public email would fall under this law.

A public Facebook or social media account related to the commission prohibits removing or not allowing others to comment or post. A social media account related to the commission would be considered a public account.

Conflicts of interests and ethics provisions apply to all commission members. No member or their immediate

Community Marketing Commission Meeting

October 16, 2019

Page 3 of 3

family member can profit or benefit from their role, unless it benefits everyone in the community. Gifts of \$50 or more cannot be accepted by a commissioner. Employees can get awards and birthday gifts and be reimbursed for expenses.

NEW BUSINESS/COMMENTS

None

ADJOURNMENT

Having no further business to come before the Commission, the October 16, 2019 Regular Meeting was adjourned at 6:37 PM.

OTHER NOTES

The November CMC Meeting is cancelled.