

1 **City of Loveland**
2 **Community Marketing Commission**
3 **Meeting Summary**
4 **March 3, 2011**

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6 A meeting of the Loveland Community Marketing Commission was held on Thursday, March 3, 2011 at 6:00 P.M.
7 in the City Managers Conference Room of the Civic Center at 500 East Third Street, Loveland, CO. Community
8 Marketing Commissioners in attendance were: Chair, Rich Harter, Jeremy Elliott, Vice Chair, Linda Hughey,
9 Rosemary Prawdzik, Judy Saffell, Leslie White, Alternate, Justin Erion, Council Liaisons, Carol Johnson and
10 Cathleen McEwen, Staff Liaison, Betsey Hale, and Nikki Garshelis, Business Development.

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12 Guests: Mac Juneau from High Plains Arts Council, Kristine Koschke from Engaging Loveland and Tom Hacker
13 from the Loveland Reporter Herald

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15 **CALL TO ORDER/WELCOME**

16 *Commission Chairman Harter* called the meeting to order at 6:00p.m. and welcomed Leslie White as the newest
17 CMC member and Justin Erion as the newest alternate member. Chairman Harter suggested he meet with them to
18 update them on the CMC's past progress.

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20 *Commissioner Hughey* presented the "Marathon Man Meeting Duck" the CMC was awarded at the Boards &
21 Commissions Summit on Thursday evening recognizing the most (34) meetings attended by a commission in 2010.
22 She praised Commission Chair Harter for his presentation at the summit on the CMC's 2010 accomplishments and
23 2011 Goals.

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25 **APPROVAL OF MINUTES**

26 *Commissioner Hughey made the motion to approve the February 3, 2011 meeting minutes with the following*
27 *change requested by Commissioner Prawdzik:*

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29 Page One, Line 24 and Line 25 remove sentence beginning with "he said he received indications from
30 some of the commissioners....." Leave in the line beginning with "He cautioned the commissioners...."

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32 *Commissioner Prawdzik seconded the motion and it passed unanimously.*

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34 *Commissioner Hughey made the motion to approve the February 18, 2011 meeting minutes. Commissioner Saffell*
35 *seconded the motion and it passed unanimously.*

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37 **PUBLIC COMMENT**

38 *Kristine Koschke of Engaging Loveland* and Mac Juneau of High Plains Arts Council introduced themselves to the
39 newly appointed commissioner and alternate commissioner.

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41 *Mac Juneau* said he was still confused about the grant application questions, particularly questions 9, 14 and 18.
42 After some discussion the commissioner provided the following answers:

- 43 #9 The promotion plan is for the entire event
44 #14 The estimate is for the entire event. Please attach your event budget with other attachments and
45 highlight the items where you will use the grant funds.
46 #18 Describe the return on investment singling out how the grant funds will increase attendance,
47 especially hotel attendance. Provide metrics on how the success of the event will be tracked and
48 how the grant increases that success.

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50 The CMC will adjust the applications again after the grant cycle but cannot do so now because the forms are being
51 utilized by other grant applicants and that would be too confusing for them.

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53 **CITY COUNCIL LIAISON REPORT**

54 *Council Liaison Carol Johnson* reported that she would be attending the hospitality meeting on Tuesday.

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2 **NATIONAL GERMAN SHEPHERD DOG SHOW**

3 *Commission Chair Harter* reviewed the timeline of the grant application submitted for the National German
4 Shepherd Dog Show. He explained that the CMC reviewed the original proposal outside of the normal grant cycle.
5 They previously implemented an emergency grant process to allow for grants that were needed due to a deadline.
6 The National German Shepherd Dog Show asked for a grant because the show's board was in the process of
7 reserving event space at The Ranch in Loveland or the Purina Center in St Louis. The Ranch's fees were
8 approximately \$11,500 higher than the Purina Center. The CMC met at a special meeting on February 18 to gather
9 more information from Mr. Bill Burggraaf, the National Show Chairman. After discussing the grant proposal and
10 the event, they requested further information from Mr. Burggraaf and also assigned some research tasks to the
11 CMC. Discussion during the meeting included the following information.

- 12 • In 2007 the Hilton in Fort Collins and other hotels in the area picked up 400 rooms when the show was at
13 The Ranch. Embassy Suites and other hotels were not available at the time. The Loveland hotels are now
14 open and will likely get the business. Embassy Suites would be the host hotel.
- 15 • Embassy Suites typical room rate is \$120
- 16 • It was estimated that approximately \$8,000 in lodging tax and \$4,200 in sales tax could be collected from
17 the 2012 event.
- 18 • Hotel, retail, restaurants, gas stations would all benefit during a traditionally slow time.
- 19 • It's an opportunity to put together a survey tool to collect data and use for other similar events.
- 20 • It would be helpful if the Strategic Marketing Plan were already in place.
- 21 • There is no real estimate from the Purina Center, only a fee sheet.
- 22 • Seems the difference in cost is the sod. Is that a good use of our funds?
- 23 • Hotels will agree to track the room nights.
- 24 • The numbers have changed throughout the process.
- 25 • Entries are down. Streaming videos may cause less attendance
- 26 • The show isn't an audience draw.
- 27 • This is exactly the kind of opportunity that the lodging tax is meant for.

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29 *Commissioner Saffell made the motion to recommend to City Council to approve a grant in the amount of \$11,500*
30 *to be paid directly to The Ranch on behalf of the October 2012 German Shepherd Dog Show of America. The*
31 *motion was seconded by Commissioner White and it was unanimously approved.*
32

33 *Commissioner Hughey*, along with the rest of the commissioners in attendance, requested that staff contact CSU
34 and/or UNC professors to see if they would be able to develop an economic impact model to track events in
35 Loveland. They also expressed a desire for university students to create and administer a research project to
36 measure the economic impact of the events.
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38 **NOCO Link Discussion**

39 *Commissioner Prawdzik* reported that it is important for the CMC to appoint a liaison to monitor the filming of the
40 videos. Commissioner Prawdzik has been regularly monitoring the project and Commissioner Saffell attended one
41 of the shootings and is familiar with the process, she said. After a discussion, Chairman Harter asked
42 Commissioners Saffell and Prawdzik to work out who would be the staff liaison and report back to the
43 commission. The commission agreed they would put NoCo Link on each meeting agenda to receive updates.
44

45 **POST PROJECT REPORT**

46 The commissioners discussed the post project report submitted for the Big Thunder Draft Horse Show from The
47 Ranch grant. The discussion regarding the post project report ranged as follows:

- 48 • There was a lack of clarity about the event.
- 49 • The CMC is holding these events to a high standard. Perhaps they don't have the tracking methods.
- 50 • The events should be tracking room nights. Hotels will assist in doing this.
- 51 • In the future the CMC must ask for better metrics.
- 52 • Compare the previous year's attendance with the current year.
- 53 • Commissioner Prawdzik volunteered to draft an evaluations sheet from the original grant.

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TOOLBOX CREATIVE SCHEDULE AND UPDATE

Dawn Putney from Tool box Creative distributed and reviewed a handout outlining Step One and Step Two of the Process. She explained that the “Mind Jam” meeting scheduled for March 10 would be an opportunity for Toolbox to listen to City Council and the CMC. She also asked the CMC for contact names for the research gathering process. They will be talking to business owners, residents, event planners, meeting planners, and many others to gather input. Step Two will be the Activation Strategy and Plan Phase, she said. There was a discussion about getting buy in from all stakeholders as well as educating the community about the process.

GOVERNORS TOURISM CONFERENCE

Kristine Koschke of Engaging Loveland reported that she and Bruce Wallace met with Kelly Barbello and Tommy Martinez from the Colorado Tourism Office and Jessica Quiroz of the Embassy Suites hotel to discuss Loveland’s role in the Governors Tourism Conference to be held in Loveland on September 19-23. She explained it is a big deal to be the host city and she is working to develop a grant proposal to cover the costs of an event to hold on the Thursday of that week for the conference attendees. They are currently working on a theme, she said.

STAFF LIAISON REPORT

Betsey Hale reported that the City has been discussing the financials of the Visitor’s Center with Brian Willms at the Chamber. The grant monies awarded to the Visitor Center last year has not been used and the City and Chamber may request a change in the use of those funds. They are in the process of reevaluating the grant budget and may return to the CMC for the approval of utilizing some of the funds for materials and services that can provide a better return.

NEXT MEETING AGENDA

- Grant Evaluations
- Decision on Holding Grant Presentations
- NoCo Link Update
- Revised Evaluation Form: Big Thunder Draft Horse Show (Rosemary)
- Toolbox Creative Update
- Tourism Conference Update

Adjourned 8:32p.m.