

**CALL TO ORDER** Community Marketing Commission Chair, Tom Dwyer, called the meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:00 PM.

**ROLL CALL** Roll was called and the following responded: Albers, Clark, Dwyer, Erion, Forster, Roth, Shannon, and Ziglin.

**MINUTES** Minutes for the October 15, 2014 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None.

## **REPORTS**

Council Liaison Report Council Liaison Clark reported on the following:

- An elected officials coalition has formed to put pressure on state and federal officials for financial assistance with the I-25 project, although it does not appear that financial assistance will come from the federal level.
- The residential fire sprinklers requirement will go into effect in 2016.
- Evergreen Development for the Sprouts project passed.
- The new City Attorney will start in January 2016.
- The new Fire Chief started last week.
- The Public Works Director started last week.
- The Parks and Recreation Director position has not been filled as they are currently sorting through resumes.
- The City Judge term, which expires February 2016, will not be renewed.

Financial Report Staff Liaison Mackin presented key highlights from the financial report:

- Collected \$84,875 in October 2014 (6% increase from 2013 for a total increase of 14% year to date). Staff expected a decrease due to the influx of lodging tax in 2013 from the flood.
- Visitors Center sales increased by 4% for the month of October from 2013 to 2014. Traffic was up by 32% for the month.

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

- Staff has been preparing for the holiday open house at the Visitors Center on the 22<sup>nd</sup> of November. Ads ran in the Reporter Herald and the Coloradoan also published an article about the upcoming event.
- The Coloradoan will publish in print and promote online the Loveland 12 Days of Holiday Magic.
- Staff is working with Blazen Illuminations on a Valentine's weekend festival that will incorporate snow sculpture and other elements. The event will take place February 13-15, 2015.
- Staff represented Visit Loveland at the Governor's Tourism Conference and also at the CADMO meeting.

PR Report

Staff Liaison Mackin presented key highlights from the PR/Social Media Report:

- USAToday.com ran an article on the best places in the US to view fall foliage, listing Loveland among the top 10 locations.

**DISCUSSION / ACTION ITEMS**

USA Pro Cycling Challenge – Presentation by Cindy Mackin of the City of Loveland and Bob Herrfeldt of The Ranch/Co-Chair for the 2013 USA Pro Cycling Challenge (USAPCC)

6:30pm – 6:59pm

The 2015 USAPCC will take place on Saturday, August 22<sup>nd</sup>, the same weekend as the Corn Roast festival. NoCo has been invited to bid (the bid includes a social media aspect) on Stage 6 which offers the best television coverage, taking place a day before the Denver stage. Estes Park opted not to participate but Windsor and Fort Collins have. In 2012, Visit Loveland staff requested \$100,000 for the 2013 event, \$50,000 of which was for event support and \$50,000 of which was for staff time. Only \$39,000 of the staff portion was spent. The goal is for the start of the stage be in Loveland at The Ranch and the finish in Fort Collins. The exact route is still to be determined, likely in January or February. Staff recommended the same financial contribution of \$100,000 for the 2015 USAPCC event as long as Loveland gets a start or finish in Stage 6.

Motion: Motion was made for \$100,000 of the lodging tax reserves to support the 2015 USAPCC, should the bid be accepted and should the race either start or finish in Loveland. Motion passed unanimously.

*Note: The original motion that was made and passed omitted the language stating that a start or finish was required. A second motion was made that included this language, superseding the previous motion.*

**NEW BUSINESS**

None

**PUBLIC COMMENT**

7:00pm – 7:03pm

Bob Beers of the Model A Ford Club will be hosting a convention at The Ranch in 2016. Attendees will come from 45 states and also from New Zealand. Expected attendance is around 1,000. He will be attending an awards banquet and wanted to know if there are any items he can bring, to which Staff Liaison Mackin responded that Visitor Guides would be best and that he could direct people to the VisitLovelandCO.com website for additional information.

7:03pm – 7:06pm

Sean McCarthy of Loveland volunteered with the Snow Sculpture event. He has already spoken with Nate Webb of Blazen Illuminations and met with Dan Johnson and Steve Mercia (who handles the ice). He passed along gratitude to the CMC for their support of the event.

**ADJOURNMENT**

Having no further business to come before the Commission, the November 19, 2014 Regular Meeting was adjourned at 7:07 PM.