

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, and Shannon. Ziglin was absent.
MINUTES	Minutes for the December 17, 2014 Regular Meeting were unanimously approved as submitted.
PUBLIC COMMENT	None.

REPORTS

<u>Council Liaison Report</u>	<p>Council Liaison Clark reported on the following:</p> <ul style="list-style-type: none">• Council took public comment on the Sprouts deal but are not revisiting the issue.• A local neighborhood group received approval for moving forward with the North Boise Avenue extension.• Council held a private study session on the RTA. Company names are confidential but the projects are significant in cost. Decision will not be made until November.• Downtown projects are moving ahead at a slow pace.• An election to form the DDA is being held February 10, 2015. An election will be held in November for the funding portion.
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<u>Financial Report</u>	<p>Staff Liaison Mackin presented key highlights from the financial report:</p> <ul style="list-style-type: none">• Collected \$55,619.20 in December 2014 compared to \$52,733.13 in 2013 for a 5% increase.• Total collections for 2014 were \$840,272.54 compared to \$746,134.95 in 2013, an increase of 13%.• Visitors Center sales for 2014 totaled \$57,782.82 (not including ornament sales). After cost of goods sold were calculated, total profit was \$33,074.82 compared to \$21,969.48 in 2013, a 51% overall increase.• Visitors at the Visitors Center totaled 19,425 in 2014 compared to 17,697 in 2013, a 10% increase.• Fiber did not get put in at the Visitors Center in 2014 and will be rolled over into 2015.
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<u>Staff Liaison Report</u>	<p>Staff Liaison Mackin presented key highlights from the Staff Report:</p> <ul style="list-style-type: none">• Blazen Illuminations continues to work on permitting and electricity in downtown for the Fire and Ice Festival. Staff is also considering more permanent electrical structure in downtown, which would fix future issues and reduce costs significantly.• The announcement was made in December that Loveland would host stage 6 of the USA Pro Cycling Challenge. The event will take place on the same Saturday as the Corn Roast Festival.• Staff has been working with Colorado Life Magazine on the 2015-2016
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visitors guides. In the past, Reporter Herald sold the ads but Visit Loveland had to pay for printing (about \$30,000). Colorado Life will sell, create and produce ads which will offset the costs of printing.

- The second and more comprehensive Big Sky Basketball Conference bid was sent out. A decision will be made in March.
- Staff will be attending the Go West Conference in Colorado Springs in February. As a result of the 2014 conference, Korean and Chinese groups will be coming to Loveland in February.

PR Report

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

- Loveland was included in an article in Triple A's Encompass Colorado Magazine. Carri Willibanks originally came to Loveland in 2014 and decided to write her article on bowling alleys which included Sweetheart Lanes.

DISCUSSION / ACTION ITEMS

Loveland Visitors Center Full Time Employee – Presentation by Cindy Mackin and Betsey Hale of the City of Loveland

6:35pm – 7:00pm

The Visitors Center is currently open six days per week with 2 part-time employees. Gary Light, Visitors Center Manager, is unable to go to hotels, restaurants, and other businesses to promote the Visitors Center because volunteers are unable to make financial transactions so he has to remain at the center. Betsey Hale mentioned that the high-end (including benefits and salary) would be \$75,000 but only a portion would be in 2015 since the person would not start at the beginning of the year. Chair Dwyer agreed that this position is critical.

Motion: A motion recommending to the Loveland City Council that \$75,000 of Lodging Tax funds be used for a new Visitors Center position for a full time admin employee. Motion passed unanimously.

Loveland Visitors Center Safety – Presentation by Betsey Hale

7:00pm – 7:10pm

An armed, mentally-unstable homeless man was seen on the back patio of the Visitors Center where he was using the electrical outlets for music and a cell phone. The police were called out and he was asked to vacate the premises. He returned and broke a window and left trash. Hale requested that the information be passed along to the Chamber of Commerce. She also mentioned that she would be discussing this with the Legal department and getting disruptor training in place.

RTA Update – Presentation by Betsey Hale

7:10pm – 7:18pm

3 projects will be submitted for the RTA application on February 17, 2015. Windsor and Sylvan Dale will be included. City Council received requests for funding of several RTA projects. Requests have included that the lodging tax

collections from these new hotels would be used for marketing these hotels rather than for general lodging tax. The RTA would increase visitors by approximately 700,000 per year. Additional information can be found at www.gonoco.org.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURNMENT

Having no further business to come before the Commission, the January 21, 2015 Regular Meeting was adjourned at 7:19 PM.