

**COMMUNITY MARKETING COMMISSION MEETING
SPECIAL AGENDA
TUESDAY, FEBRUARY 17, 2015 AT 12:00 PM
EMBASSY SUITES LOVELAND
4705 CLYDESDALE PARKWAY
LOVELAND, CO 80538
JOHN Q. HAMMONS BOARDROOM**

The City of Loveland is committed to providing an equal opportunity for citizens and does not discriminate on the basis of disability, race, age, color, national origin, religion, sexual orientation or gender. The City will make reasonable accommodations for citizens in accordance with the Americans with Disabilities Act. For more information, please contact the City's ADA Coordinator at Bettie.Greenberg@cityofloveland.org or 970-962-3319.

I. CALL TO ORDER & ROLL CALL

II. APPROVAL OF MINUTES

- a. January Minutes

III. PUBLIC COMMENT

Anyone making a comment should come forward to a microphone and identify yourself before being recognized by the Chair. Please do not interrupt other speakers. Side conversations should be moved outside the Council Chambers. Please limit your comments to no more than 3 minutes.

IV. REPORTS – See written reports in packet if available

- a. Council Liaison Report
- b. Staff Liaison Report
 - i. Financial Report
 - ii. Staff/Visitors Center Report
 - iii. PR/Social Media Report

V. DISCUSSION

- a. Destination Loveland Strategic Plan
 - a. Review
 - b. Accomplishments to date
 - c. Determine goals
 - d. Determine what is missing from Plan
- b. Urban Land Institute Report
 - a. Discuss
- c. Lodging Tax Ordinance
 - a. Review
 - b. Discuss how events/requests for funding should be handled per ordinance
 - c. Establish events policy and process for applications
- d. Lodging Tax Reserves
 - a. How much should remain in reserves at all times

VI. PUBLIC COMMENT

VII. ADJOURNMENT

Next meeting date:
Wednesday, March 18, 2015 from 6:00-8:00pm
City Council Chambers