

<b>CALL TO ORDER</b>	Community Marketing Commission Chair, Tom Dwyer, called the meeting of the City of Loveland Community Marketing Commission to order on the above date at 12:00 PM.
<b>ROLL CALL</b>	Roll was called and the following responded: Albers, Clark, Dwyer, Erion, Roth, Shannon, and Ziglin. Forster and Shannon were absent.
<b>MINUTES</b>	Minutes for the February 17, 2015 Special Meeting were unanimously approved as submitted.
<b>PUBLIC COMMENT</b>	None

## **REPORTS**

<u>Council Liaison Report</u>	<p>Council Liaison Clark reported on the following:</p> <ul style="list-style-type: none"><li>• The Pulliam Building, owned by the City, has deed restrictions which are in process of getting cleared up so renovations can begin.</li><li>• The Lincoln Hotel in downtown has been approved for improvements.</li><li>• The City has partnered with the school district to implement teen court.</li><li>• Council has approved formation of the DDA and interviews are taking place.</li><li>• The National League of Cities Conference took place in Washington, DC the week before and several reps from Loveland attended.</li></ul>
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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"><li>• The lodging tax report was updated per the CMC's request. Changes include addition of actuals and budgeted totals for 2014 and 2015, and Visitors Center information dates back to 2011 for visitor count and July 2012 for sales. The Visitors Center was operated by the Chamber prior to July 2012 so earlier data is not available.</li><li>• Lodging tax collections were up 1% in February.</li><li>• Sales at the Visitors Center were up 59% and traffic was up 31% for the month of February.</li></ul>
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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"><li>• Staff reports will now include a monthly website summary.</li><li>• The new website will be launching during the summer open house at the Visitors Center on May 2<sup>nd</sup>, coinciding with National Travel and Tourism Week. Staff is working on a sculpture park "passport" component at the McWhinney-Hahn Sculpture Garden. A preview of the website will be shown at the April CMC meeting.</li><li>• Staff will be organizing a photo shoot at Sylvan Dale to get photos for the visitors guide.</li><li>• Loveland will get a 90 second vignette on NBC during the USAPCC.</li><li>• Visit Loveland will be sponsoring the Rock'n Western Rendezvous at The Ranch. The event will include an authentic western rodeo, concerts, and a BBQ competition with a \$35,000 grand prize. The sponsorship is \$13,000.</li><li>• Visit Loveland will have several ads coming out including a full page in Certified Folder's activity guide (distribution of 125,000), Colorado</li></ul>
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- Meetings and Events, ArtSource, and Colorado Life Magazine (back cover).
- Staff met with Blazen Illuminations to recap the Loveland Fire and Ice Festival. Their reporting showed that, of the people surveyed, about half were from Loveland. 18% were from out of state. Blazen estimated that approximately 20,000-24,000 were in attendance over the two-day period.
- The Loveland Fine Art and Wine Invitational is currently taking applications for new sculptors and, so far, about 40 of the artists that were at the Loveland Sculpture Invitational have signed up. The location is the same. Visit Loveland is sponsoring the shuttle buses again and will be collecting zip code information from visitors.

#### PR Report

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

- An article in AAA Encompass came out as a result of a press trip in 2014.
- Visit Loveland will once again take over Colorado.com's Instagram account during sculpture weekend in August. The Instagram takeover in 2014 resulted in many new followers.

#### **DISCUSSION / ACTION ITEMS**

Destination Loveland Strategic Plan Discussion – Presentation by Cindy Mackin

- Not everyone was able to access the Google Drive link so Beata McKee will need to send an Excel spreadsheet to the CMC. By April 13<sup>th</sup>, the CMC should complete their proposed changes/comments and email them to Beata McKee. All comments will be reviewed at the April meeting.
- The 2016 proposed budget will be brought to the CMC by staff in May for review/comments. The final will be brought to the CMC in June, and will need to be recommended to Council after approval.
- Chair Dwyer commented that the Strategic Plan will need to be revised if Loveland receives the RTA grant, which is looking favorable.
- Councilor Clark requested a report card, to which Cindy Mackin commented that staff is working with FynPR and Perfect Square to develop one. Mackin also commented that she will be attending classes in Washington, DC that week to learn about metrics and measuring results. Councilor Clark recommended a larger planning session in the future to discuss in detail.

Community/Destination Events and Sub-Committee Discussion

- Chair Dwyer, Vice Chair Erion and Commissioner Albers volunteered to be the sub-committee for larger event requests. Staff will send out calendar invites for quarterly meetings, and the meetings will be cancelled if there are no requests to discuss. This will also allow the public to get their materials submitted by a certain date to be considered for funding.
- Staff presented an events request form for qualifying funding requests. This form would only be used for smaller events and larger event requests would go through the sub-committee. Councilor Clark recommended stricter guidelines for the form, and Commissioner Roth suggested including a mission statement. Staff will revise the form and bring back in April for CMC review.
- Vice Chair Erion recommended that all first-time events are not approved.

#### **NEW BUSINESS**

None

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**PUBLIC COMMENT**

None

**ADJOURNMENT**

Having no further business to come before the Commission, the March 18, 2015 Regular Meeting was adjourned at 7:20 PM.