

CALL TO ORDER Community Marketing Commission Chair, Tom Dwyer, called the regular meeting of the City of Loveland Community Marketing Commission to order on the above date at 6:06 PM at the City Council Chambers.

ROLL CALL Roll was called and the following responded: Albers, Clark, Dwyer, Erion, Forster, and Roth. Coale and Ziglin were absent.

MINUTES Minutes for the October 19, 2016 Special Meeting were unanimously approved as submitted.

PUBLIC COMMENT None

REPORTS

Council Liaison Report Councilor Dave Clark presented the following:

- Cindy Mackin was recognized for an award for the Fire and Ice Festival.
- The DDA election did not pass, so the LDP is working on a plan to present to City Council. The City has committed \$500,000 per year and has the option to review this plan.
- The Foundry has a variety of funding sources including Brinkman, but the DDA would have provided \$4 million in funding if the election had passed.
- Additionally, if the DDA had passed the Sprouts project would have been included in the base tax increment but it can no longer be added, which is a loss of additional tax increment.
- Despite the DDA election results, plans for the Foundry are moving forward.
- The county building project at Denver and 1st Avenue is also moving forward. The building at 6th and Cleveland is being considered for purchase by the City but an appraisal has to be done first. Whoever does buy it would have to gut it and start over.

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

- Lodging was down 2% for the month of October which was not surprising considering that US34 was closed for the half the month.
- MyPlace collections are not shown on the report but will be on the December report.
- Visitors Center sales were down 8% but traffic was up 28% in October.
- Traffic has been greatly impacted by the US34 closure. Staff is working on ads and campaigns to promote sales.

PR Report See report

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

- Staff has requested that CDOT change the signs along I-25 to re-route through Loveland. The current detour takes people into Longmont.
- Phase II of wayfinding is in progress. Staff attended final walk-throughs at all 13 site locations along with engineers, Schlosser Signs, and CDOT. Slight adjustments were made during the walk-through.

- Graphic design and PR/Social Media Services had to be put out for the RFP process. This has been very time-consuming. Staff needs to determine who can be on the committee that awards the bid.
- Holiday planning is under way, including press for shopping and Valentine's.
- The Festival of Lights will be in downtown on November 30th. Currently Blazen Illuminations are putting up lights along 4th Street which will be up all year, and the tree lighting will take place at the event. Staff will be at a booth handing out goodies and coupons to drive traffic to the Visitors Center.
- The Ranch is working on a master plan which includes options for new entertainment venues, expanding the Budweiser Events Center, and more.
- The Governor's Award was presented last night for the Fire and Ice Festival for best downtown festival in Colorado.
- My Big Day Events will be holding a group wedding at the Foote Lagoon on Valentine's Day before sunset. New marriages and renewals will be offered, and the mayor will be officiating the ceremony. Music and photography will be available.
- Staff has met with three different businesses in the last month that are wanting to provide visitor services such as bike rentals, including At Your Pace (offering bicycle tours around art and breweries), Cheers United (currently offering brewery tours in Fort Collins), and About The City (a sprinter van for high-end tours).
- Transportation issues are a problem so a test bus route for downtown, shopping and conferences is being discussed with Public Works.
- The Economic Development Director presentations will take place on December 5th. After that position is hired, Visit Loveland needs to get the Conference Sales new-hire request on the agenda for 2017.
- The Colorado state vacation guide ad was produced in October. Rather than spending on a full page ad, staff purchased a 1/2 page ad and put the savings into e-newsletters and online advertising with the state. Staff opted for user-generated content/photos for the ad.

DISCUSSION / ACTION ITEMS

Visit Loveland Strategic Marketing Plan Discussion – Draft Presentation by Cindy Mackin

Staff Liaison Mackin presented a draft PPT of the Strategic Marketing Plan per the Special Meeting that took place in October.

The vision was updated to include international travelers and year-round growth.

Areas of Focus:

- Visitor Communications
 - Includes all information provided prior to and during visitation for ease of access for the visitor.
 - Action items include accessibility, collaboration, branding, implementing media relations, communications, and public/private partnerships.
- Funding

- A special lodging tax district needs to be further discussed to prepare for the additional hotels which are coming up around Loveland.
- Product Development
 - Visit Loveland is considered a Voyager by DMAI, meaning that the brand is still growing.
 - This item includes partnerships, supporting events and companies, and transportation.
- Visitor Experience
 - A partners program along with brand advocates will be critical for enhancing visitor experiences.
 - Visitors center kiosks with adequate information need to be placed at a variety of higher-trafficked areas.
- Research
 - Need to determine what needs to be known to decide from where the research should be obtained.
- Metrics
 - Metrics will define more than just the heads in beds to drill further to determine what the real successes are.

Need to add that the shoulder season is the primary timeframe for focusing on events.

The draft was approved, with the exception of grammatical and formatting issues. A motion was made to approve the draft and the motion was unanimously approved.

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the November 17, 2016 Regular Meeting was adjourned at 7:42 pm.

OTHER NOTES The December Meeting will be cancelled.