

Community Marketing Commission Meeting

January 18, 2017

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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 6:05 PM at the City Council Chambers.

ROLL CALL

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

MINUTES

Minutes for the November 16, 2016 Regular Meeting were unanimously approved as submitted.

PUBLIC COMMENT

None

REPORTS

Council Liaison Report

Councilor Dave Clark presented the following:

- The Pulliam Building vote was 7:1 for a \$2million upgrade to make the building usable. Councilor Clark felt there was not enough planning in the project. \$1.5 million is coming from the City and the Pulliam Foundation is contributing the remainder.
- The Foundry Project in downtown is moving forward. The estimated interest rate was higher than it will be for the parking. There will be a \$250k per year savings as a result, which will offset the theater subsidy.
- Police Officer Brian Koopman has been in the news. The case was settled out of court and some people are upset that he is still on the force.
- Transportation along I-25 between Highway 402 and Fort Collins has been a topic. Funding is in place to expand to three lanes. The RFP goes out in March and will be between three contractors. City Council approved a resolution to work with CDOT. Loveland, Johnstown, Larimer County, Fort Collins and possibly Weld County will all be working together.

Financial Report

Staff Liaison Mackin presented key highlights from the financial report:

- December 2016 collections were flat compared to 2015: \$50,151 vs. \$50,202, for an annual total of \$869,066 for 2016 vs. \$858,469 for a 1% total increase for the year.
- Visitors Center sales were down 13% for December, but at a 5% increase for the year. Total 2016 sales were \$84,418.
- Visitors to the visitors center were up 3% for the year, for a total of 19,794 in 2016.
- Final lodging tax numbers will be available once all of 2016 numbers are finalized.

PR Report

- December resulted in 11.5 million online viewers and 2.3 million print impressions.
- 2016 totals will be available next month.
- See report for additional details

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Staff Liaison Report

Staff Liaison Mackin presented key highlights from the Staff Report:

- The new Economic Development Director, Kelly Jones, started last week. Her background has been in Economic Development in Loveland since 1999. Future goals include a linear process for incentives, completing a new strategic plan, interviewing for the Business Development position, working with the Promenade Shops, and working with the airport for expansion. Tourism is the newest segment for Kelly.
- The new Group Sales Coordinator position will be posted at the beginning of February if all goes well.
- Staff is working on content for the annual report.
- Staff hosted the International Travel Inbound Association executive board meeting in December in Fort Collins. Visit Loveland sponsored the lunch with Mo'Betta food. Several of the board members visited Loveland afterwards and the feedback was very positive.
- Staff hosted Jean-Michel Dufaux from the Canadian Marina Orsini show. The show will air January 2017.
- Staff, along with the Embassy Suites, attended the Destination Colorado Front Range Trade Show in December. The amount of conference space in Loveland is a very sellable story.
- Fire and Ice 2017 planning is in full force, and staff has been getting many media requests, including from overseas. Chinese Central Television (CCTV) will be coming during that weekend to film Colorado. Their viewership is over one billion. Visit Loveland purchased a heart for CCTV along the lake. Fire and Ice will include a fenced brewery and distillery area and an interactive app, in addition to the carousel, a fire sculpture and ice sculpting, music, fireworks, and much more. Public Works will be running a shuttle between Centerra and downtown. The Visitors Center will have a booth at the festival to sell merchandise.
- Staff put out an RFP for graphic design services. Each of the six finalists came up with a sample ad for the Colorado Vacation Guide. After reviewing the ads, pricing, and meeting with each firm, One Tribe Creative was the selected firm for 2017 graphic design services.
- Ads in the last few months included Cultural Traveler, Colorado Life, Reporter Herald, Colorado Meetings and Events and the Colorado Eagles program.
- In preparation for the new Group Sales Coordinator, video shoots will be taking place to create a Loveland meetings/conferences video.

DISCUSSION / ACTION ITEMS None

NEW BUSINESS None

PUBLIC COMMENT None

ADJOURNMENT Having no further business to come before the Commission, the January 18, 2017 Regular Meeting was adjourned at 7:10 pm.

OTHER NOTES None