

**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 6:00 PM at the City Council Chambers.

**ROLL CALL** Roll was called and the following responded: Albers, Anderson, Clark, Cocek, Dwyer, Forster, Melena, Roth and Siss.

**MINUTES** Minutes for the December 19, 2018 Regular Meeting were unanimously approved as submitted.

**PUBLIC COMMENT** None

## **REPORTS**

### **Council Liaison Report**

- Council is preparing for the annual retreat. Sales tax increase is a topic for discussion among other items. The meeting is open to the public.
- The 2019 budget passed in December.

### **Financial Report**

Staff Liaison Cindy Mackin presented key highlights from the financial report:

- December was down by 2% over 2017. Year to date, collections were \$937,950 which was a 7% increase for the year.
- The Visitors Center collected \$10,448 in December, a 30% increase over 2017. Total sales for 2018 were \$93,320.
- Traffic to the Visitors Center was 19,153 which was 10% over 2017.
- 2018 total numbers, including reserves, will be provided at the next CMC meeting. 2018 totals have not been finalized and the numbers could change.

### **PR Report**

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

- December focused on Winter Wonderlights, holiday lights, New Year's Eve and long-lead stories for Valentines.
- PR value was \$318,824 with 64,507,680 impressions and 251 social media shares.
- Colorado Parent, WestWord, television stations and more included coverage on Loveland.

### **Staff Liaison Report**

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

- Chris Bierdeman presented to discuss what he has been working on and meetings he has attended recently, partnerships, as well as organizations he is part of.
- Chris was elected to the board for Destination Colorado.
- Staff is preparing for the Loveland Sweetheart Festival: Love Locks and Lights, a partnership with the Loveland Chamber of Commerce. The festival will take place in downtown Loveland February 8 and 9, 2019.

## **DISCUSSION / ACTION ITEMS**

### **Presentation: Jill Stilwell, Consultant for Cultural Services Master Planning**

- Jill is working with Cultural Services and is looking for feedback on branding, identity, and more for the department as Loveland is continuing to grow.
- They are currently at the goals and strategies stage of the process.
- Cultural Services includes Rialto, Museum, Art in Public Places and Pulliam Community Building.
- A needs assessment has been completed, and fear of losing the small town feel and a desire for downtown to be vibrant were the top two responses from surveyed residents.
- Cultural Services is working to make Loveland an accredited Creative District from the state of Colorado.
- Four key themes include connect, participate, creative identity and thrive.
- CMC feedback included the need for more murals, expanding upon the art in public places app, sculpture/art within the roundabouts, bronze pouring tours within the museum, bringing more events/programming for the 30-somethings that are moving to Loveland and events outside of the summer/popular seasons. On the other hand, Councilor Clark discussed that the items mentioned in the presentation and by the CMC cost money, which the city does not have, and that other businesses often feel ignored when they are not part of the arts community or receive the funding like the arts businesses do.

### **Presentation: Cindy Mackin, City of Loveland Supplemental Request for Visit Loveland/Visitors Center**

- The Love Lock sculpture resulted in a much larger demand than expected and the locks sold out in days at the Visitors Center. As a result, staff had to purchase 2,000 locks to get through the Sweetheart Festival and for sales at the Visitors Center. Staff is requesting a supplemental appropriation for an additional \$7,000 for Cost of Goods sold for the 2019 budget to cover the cost of the extra locks purchases.
- When planning for 2019 events, staff did not know at that time what the actual costs for Winter Wonderlights and the new Sweetheart Festival would be. Additional funding requests for events come in throughout the year and include events such as Art in the Park, Colorado Eagles and Governor's Art Show. Staff would prefer not to go back to City Council multiple times and would prefer to ask for \$53,000 for events for 2019.
- A motion was made for a supplemental appropriation in the amount of \$7,000 for Cost of Goods sold and \$53,000 for event support, for a total of \$60,000 from lodging tax reserves. The motion passed unanimously.

## **NEW BUSINESS**

- The two newest CMC members, James Melena and Zach Anderson (Alternate), were introduced.

**PUBLIC COMMENT**      None

**ADJOURNMENT**      Having no further business to come before the Commission, the January 16, 2019 Regular Meeting was adjourned at 7:41 PM.

**OTHER NOTES**      None