STILLWATER/OAK PARK HEIGHTS CONVENTION & VISITORS BUREAU

BOARD MEETING
AGENDA
Wednesday, June 15, 2015
1:00 pm
Oak Park Heights City Hall
14168 Oak Park Blvd. N.
Oak Park Heights, MN 55082

1. Call Meeting to Order – Jerry Helmberger, President

2. Roll Call

3. Approval of the Agenda

4. Approval of Last Meeting Minutes - Steve Roll, Secretary

5. Treasurer's Report - Chuck Dougherty, Treasurer

6. Partner’s Report – City, IBA, or Chamber organization updates

7. Marketing Report – Christie Rosckes, Fresh Avenue Marketing

8. Discussion Items
   a. Annual Mixer Recap/Discussion
   b. Tear-Off Maps – re-order/edits
   c. MN Traveler TV Show on hold until 2017. $4K budgeted in 2016 as part of EMT grant – how to spend?
   d. Visitor Guide Pricing/Contents for 2017
   e. 2017 Budget Planning General Discussion
      i. What new events/offerings do we need to consider in planning? (Hockey Day, Ice Castle, Bridge)
      ii. What data do we need to track? Should we survey visitors?
      iii. What is the Board’s role in advocacy for tourism related issues in Stillwater?
          1. Create official statement for Air BnB and Brown Historic Sign for new bridge
      iv. What do we want our role in customer service to be?
      v. What major themes/goals do you want to see in the 2017 marketing plan?

9. Next Meeting Date: