



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:**