

# Meeting Minutes

## Stillwater & Oak Park Heights Convention and Visitors Bureau

### April 13, 2016 – Rivertown Inn

Voting board members in attendance: Alex Rojas, Chuck Dougherty, Larry Loyer, Tiki Oswald, Steve Roll. Quorum - Yes

Voting members absent: Jerry Helmberger and Shannon Oldsberg

Others attending: CVB Marketing Director, Christie Rosckes and Janel Hutton - Fresh Avenue Marketing, Sheri Hopfe-IBA, Mike Runk-City of Oak Park Heights, Mike Pohlana-City of Stillwater, Robin Anthony – Chamber of Commerce

Call to Order 1:00 pm by Vice-President Alex Rojas

Approval of February Minutes: Chuck/Tiki – passes

Treasurers Report - Chuck: Alex/Steve – passes

Partners Reports:

Sheri Hopfe –Spring cleanup on Saturday, 4/23. Recycling truck downtown for e-waste drop off on Earthday for IBA and SEED program member businesses. Ladies night out planned for early May. A large turn out is expected based on Facebook responses.

Mike Pohlana – The City is beginning to look into the AirBnB's and VRBO's. Hockey Day Minnesota plans are already underway to coincide with Sticks in Stillwater. A variance for the Depot theater proposal was passed by the City Council, although the project is still in the early stages. Questions about the feasibility of a Stillwater app to support maps for biking trails, walking tours etc. Grant funding may be an option. The future of the National Guard Armory is still unknown but discussions continue.

Mike Runk – Oak Park Heights also is looking into the AirBnB's. City ordinance doesn't allow nor disallow. Those properties will be required to comply with Bed and Breakfast policies, including submission of lodging taxes. The City will begin collecting the .5% administration fee from lodging tax revenues collected by Oak Park Lodging properties, effective 1<sup>st</sup> quarter 2016

Robin Anthony – The Community Showcase event last weekend went very well. The Chamber will be moving offices within the same building. Chamber events are being evaluated. The Spring Art Fair will be the next major Chamber event, and is scheduled for June 4 & 5 this year.

Marketing Report – Christie:

Introduced Janel Hutton as new marketing assistant. Janel will specialize in event promotion and social media, as well as fill in and support Christie in all areas.

Minnesota Meetings and Events magazine awarded Stillwater best small CVB.

EMT Grants were budgeted for \$8000 but we will receive \$6400 in matching funds because we didn't advertise as much and one ad did not comply. \$7600 is budgeted for 2016.

The decision to rerun the Stillwater segment for \$3000 and a 30 second commercial in the metro area for \$600 in the Twin Cities section being run by the EMT Metro committee. The timeframe is August through September. \$4000 had been budgeted for these TV spots.

Visitor Guide distribution has been contracted with East Suburban Resources for \$800 annually. Janel will handle entering incoming addresses into a database.

Travel Blog conference put on by Explore Minnesota will have tours to Stillwater on May 28 & 29. They are required to write about their tours. Explore Minnesota will handle. Approximately 20 writers per day are expected.

Update on annual mixer scheduled for Thursday, May 19. Will include display tables, Segway and trolley tours and highlight things going on. Invitations have just gone out to owners and managers of tourism related business.

River City Sculpture Tour Sponsorship. The CVB can be an event sponsor for \$2500. Stillwater is the starting/ending point for the tour and has the most sculptures of any city. This can be funded by the \$2500 budgeted for the Minnesota biking guide which as it turns out, is not being published this year.

MOTION – to be an event sponsor for \$2500 Chuck/Tiki - passed

Three visitor guide advertisers have not paid as of this date. Tiki offered to help Christie in the collection efforts.

Christie and Janel will be distributing visitor guides downtown, tomorrow at 11am.

Chuck spoke on behalf of Mayor Ted Kozlowski, in recognizing Christie's hard work and dedication in promoting the CVB and all of the businesses and individuals who have benefitted from her service.

MOTION to adjourn: Chuck/Steve - passes