

Stillwater/Oak Park Heights Convention and Visitors Bureau

Minutes for April 8, 2015

Voting Board Members in Attendance: Antonio Rossini, Jerry Helmberger, Steve Roll, Chuck Dougherty, Larry Lawler

Non-Voting: Christie Rosckes, Mayor Ted Kozlowski, Council Person Doug Menikheim, Alex Rojas, Shannon McMann and Roshan Patel

Minutes of March 11 meeting approved as written.

Treasure's Report: Checks sent out Century Link for \$74.03, Fresh Avenue Marketing \$5162.28, Three Rivers Wine Trail \$2500.00, Home and Away Magazine \$1044, Green Spring Media \$2400, and TC Weddings for trade show \$370.50. See Report. \$7385 in Treasury. Next payment comes end of April. Report accepted.

Marketing: Fantastic News up 75% from last year for off season, reached our goal, up 50% for all of 2014. Guides are all distributed now. Minutes will be added to website. The next campaign is the Foodie Campaign launching with mobile, tablet, and video ads. See the Social Media counts. See Report.

Discussion Items:

- a. Thank you Ted and Doug for attending the meeting. The CVB has been called the "Marketing Arm of Stillwater" so how can we work with the city board going forward? CVB has developed a new, consistent branding on the website, yet once people are here there is some confusion – no CVB branded signage in town, IBA has kiosks in downtown. Ted talked about the Chamber of Commerce, and what they do. They don't have a marketing strategy, and it is not the cities responsibility. Then CVB came in and now markets the town and thankfully fills that void. Want the Chamber, CVB, and IBA on same page, decide what direction to go. Doug added the chamber is looking within and how they interact with the greater Stillwater area. Focus is moving toward economic development. Would be good for the CVB to meet with the City Administrator. Let him know what you want, whether different or better. Chamber had a \$5000 budget to do marketing, so not enough to do much. It would be nice to see the groups work together. The CVB redid the bylaws, the IBA and the Chamber have collaboration but not a voting seat on the board. Christie suggests having one brand for Stillwater, not three, because it does get confusing and waters down the message. The CVB does the marketing, but the IBA has their own maps, own website, Facebook page, etc. Ted asked if we should have a branding policy from the city. Get a list of what they're doing, and see what overlaps. Set up a meeting with the 2 entities to see the overlap and competition. The CVB is their bank. Doug will have a preliminary conversation with the IBA, then have a

meeting with everyone, for the sake of the city, and look at a 2016 marketing plan. Chuck and Jerry will be attending this meeting.

- b. Another item for the city is the open meeting laws. Why are we governed by the open meeting law?
- c. What is the .5% of the lodging tax used for? It goes into the general fund of the city.
- d. Another item is collecting the lodging tax from all lodging establishments, such as transient lodging, air b&bs, etc. Can't the city send a letter to them? There is some confusion on the ordinance, as to who pays. It's a new administration now.
- e. Coaster budgeted \$500 but if I spend \$700, or if I spend \$1200 to get more coasters for bars and restaurants? Use money somewhere else.
- f. Tear-Off Maps redesigned? Should we get more? They do go fast. Yes we should redo these. Any changes? Advertisers? How to get downtown is a little confusing. Attractions are handy. Go further out on the highway. Clean it up a little. How to get to hwy. 36 or the airport. 5 per property for order.
- g. Window decal-hand these out with visitors guides downtown, see business',
- h. Christie does hire out some help, editors, graphic designers, videographers, project by project.
- i. Spring Clean Up for downtown May 2, and could use more help. Bike Trail Grand Opening should have CVB representative there on June 6, 10 am. Log Jam July 17 for soap box derby with logo on it.
- j. May 20 Wahoo outing needs a rsvp

Next Meeting in June get strategic input direction for presentation in the fall. Christie is gone the week of the 10th, so meet June 3 before she leaves at 10:00 at OPH City Hall.

New Business:

North Star Bicycles asked for \$2000 if still available.

Antonio needs to step down as president of the CVB effective end of this meeting, and heading for a new job in Minneapolis. Thank you for the opportunity. Been fun. Jerry will be acting president for now and new vice president needs to be elected. Also a large property representative.

Adjourn.