

Stillwater/Oak Park Heights Convention and Visitors Bureau

Minutes for Thursday, January 15, 2015

Annual Meeting

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

Others in Attendance: Christie Rosckes, Doug Menikheim, Alex Rojas, Larry Loyer

Meeting was called to order by Antonio Rossini, and the

Minutes from December 3rd meeting were approved as written.

Treasury Report: See printout. \$3000 difference in 2014 because of debit card in December. Finished year \$28,500 left in account to transfer to this year. \$14,000 in reserve fund. Checks to approve: First Avenue \$5100, Rivertown Printing \$1275, Lacrosse Graphic \$1336.75, Explore MN \$425, Art Reach \$270, Venture Tech \$20, Media Bridge Advertising \$3000, Have Fun Biking \$2000, McCally-Lee \$8500, Explore MN Membership \$4000, The Knot \$1684, TC Wedding Assoc. \$547.50, TC Wedding Assoc. \$505, 547.50, & 547.50 for trade shows. Approved

Discussion on Goal for Reserve Fund-\$21,000+

Marketing Overview: copy of presentation for tonight. Year End Results: Amazing Google Analytics reached 1 Million page views, Visitors to website up 50%, Events page views has doubled, lodging revenue to 3rd quarter up 25%, with hopes for average for 4th quarter. Will go over charts to show people what a robust marketing group we are! Comcast Spot Light has launched 3 versions of My Talk. Finished filming the MN Traveler TV segment, and it was amazing. Do we want to do more than the segment because they have so much footage, maybe spring/summer?? Make decision at next meeting to meet cutoff date. Visitors Guides are done!! Cover is fantastic. New envelopes for mailing with P.O. Box return address. Business cards for Christie are done as well. Letterhead too, so all official now. Stay an Extra Day campaign will expire in March. Do we want to extend that? Go all year? No all around. See printout.

Nominations for two open seats: Larry for small properties, and Alex for large properties. Official in February, Congratulations.

Hard Copies of Bylaws were handed out. Approved in November, 2014.

2015 Explore MN Tourism Conference in St. Paul, February 3 & 4

No New Business, Meeting adjourned.

Next Meeting: February 11, 10 am at Lowell Inn

Guide book distribution, volunteers? 3-4 downtown, wedding venues, etc.