

# Stillwater/Oak Park Heights Convention and Visitors Bureau

## Minutes for June 17, 2015

Meeting called to order by President at 10:35. Voting Board Members in Attendance: Jerry Helmberger, Steve Roll, Chuck Dougherty, Alex Rojas

Non-Voting: Christie Rosckes, Council Person Doug Menikheim, Todd Streeter, Sherri Hopfe

Added to agenda: a brief chamber report and a brief IBA report

Approved minutes with change to Alex as a voting member. Minutes approved.

Treasury report: Reserve acct. \$14000. \$5500.50 bank account, debit card \$1563.00, bills paid in May are nothing unusual, rates went up 2 cents at Post Office, see treasury report. 2008 budget is in line, up a little, and carryover was higher than thought.

Update of Chamber report on downtown revitalization committee. Todd and Doug do these presentations together and have created new opportunities with presentations such as this. Potential Funding Presentations were made to Mulberry Point Assoc., both Rotary Organizations, Lions Club, Kiwanis, Washington County Public Works and HRA, Officials at State Highway Dept. and found out details about government funding for downtown improvements. Take back Main Street from the State, and Gary Kreisel, will be talking to county and city. Creates new opportunities to get Main Street back into local hands, so we are in control, making it more user friendly. Community development. Power point presentation in full next month 20-25 minutes. Creates a lot of passion for projects, and there is money out there if we know how to get it. Made presentation to US Banks wanted to know how these items will be funded, with different foundations included. Will bring power point presentation to next meeting to see what other communities have done. Doug said these have been well received by different cities and counties, and more opportunities have presented themselves. There is money out there, just need to find it. US Banks put together a line item sheet to show funds distribution. Have sent this to other foundations in the city and county, and they are favorable. Do the presentation for the IBA, so they information. Do an Open House and talk about DRC, and what we're doing. Have dialogue, answer questions, etc. Educate the property owners. Put on agenda for next meeting.

IBA Update: great season. 3<sup>rd</sup> Ladies Night, working on maps, print soon. Krista Klemsrud working with county to go "green" downtown. There are grants for education on "green".

Doug: More than fireworks on 4<sup>th</sup> of July? \$10,000 enhancements? Canons will be back? Music all day for people who come early. Hope to get the additional money. Also talked about transient dock slips downtown. Still gathering information on this.

Marketing Report. See report. Doug asked how the big picture is doing? Christie said “fantastic”. Website up 75%. Have almost as many Facebook fans as St. Paul. Running out of guides. All campaigns are positive. Also positive feedback on maps and walking tours in guide. Starting on next year’s guide in August, so need feedback.

40 entries in Photo Contest. Retargeting is working with Explore MN.

Pet Friendly Rooms, Sidewalk Dog feature on Stillwater for a free room in a pet friendly hotel.

Meetings Market is being implemented now. Want a detailed plan or run with ideas? Bring details to next meeting.

Board Seats. Need Vice President and Large Property Voting Member. Nominate Alex for Vice President, Voted In.

Video Reveal: Should we have a reveal party on the day it airs? Sunday August 30, 8:30 am and several times after. Big Deal of this? Very Cool. Fox Sports North. Viewing Party in the evening.

Strategic Planning: Bridge Opening-how it will affect downtown. Discussion on campaign to acknowledge new bridge opening. Want to budget for next year? Combine new trail opening and bridge opening at same time? Celebrate later in fall to rediscover Stillwater with the new bridge, old bridge opening, park extension, and new trail opening. Board needs to discuss in-reach because our focus has been outreach to this point. 4 entities could be involved in this.

Parking needs were discussed, and the Parking Commission really has no idea what the need will be in the future. There is a long term parking plan in the works but need more information.

Information Kiosks-will someone take this and run with it? Electronic, brochure, talking, app, etc. but need information centers downtown.

Stillwater brand needs to be consistent on Kiosks, IBA maps, etc. Sherrie will bring to IBA meeting for their map to highlight Stillwater Brand.

Grants/Sponsorship-need a committee to refine the process of grants, and the follow-up to make sure grant is used in the right way. Monitor the grant process, so the rules are followed. Review the procedures, and follow-up on them. Good written policy, so recipients understand and agree to policies. Steve, Alex, and Chuck volunteered, Christie will sit in also.

Annual Mixer Committee-move out to spring instead of January. Need mixer better attended. Sherrie will work on it, and put on agenda for next meeting.

Map/Artwork Policies-had a request to use a portion of our map. Log Jam wanted to use the map in their promotions. Do we have a policy on this? Is it copyrighted? Need to take it as a whole or not use it at all. Include the Brand also. Sponsored by the CVB. Took a vote to share the map. Motion made to share the map with different entities as long as they use the entire map.

Advertising/Target Market Ideas-Music, Vintage, Antiques, Stillwater Scene.....Bring some of the antiques back. Top 10 destination, books as well as furniture. Biking destination now. Other trends? Brewery, boating, restaurants, More? Not reinvent the wheel, as we are doing really well in all social media, email, video, digital, etc. Decide what percentage goes to weddings, travel, operations, marketing, etc. Expand Vacation traveler for weekday travelers? Increase biking travel? Will add bike rack locations to map next year. Keep the presence there. Group travel? Large groups? Sell charming community. Build community events like Log Jam. Repeat last year and repeat timing "Yes", and are there specific budget things that better be on there? App for Stillwater was tossed out.

Next Meeting Wednesday, August 5<sup>th</sup>, 10:30, Oak Park Heights City Hall.