

Stillwater/Oak Park Heights Convention and Visitors Bureau

Minutes of August 5, 2015

Voting Board Members in Attendance: Jerry Helmberger, Alex Rojas, Chuck Dougherty, Steve Roll, Shannon McMahon (Quorum=yes)

Voting Members absent: Tiki Oswald, Larry Loyer

Others in Attendance: Christie Rosckes, Doug Menikheim-City of Stillwater, Todd Streeter-Chamber, Nathan S.-GrandStay Hotel, Heather Rutledge-ArtReach

Meeting called to order by Jerry Helmberger at 10:32am at Oak Park Heights City Hall.

Approval of Meeting Agenda: Chuck/Steve-accepted

Approval of minutes from June 17th meeting: Chuck/Steve-accepted

Treasurer's report: Things look fine from a financial stand point. Currently awaiting the last quarter's revenue to come in. All current obligations are within the budget. We need to get the authorized signatures updated on the checking account for current officers. Steve/Alex-approved.

Partner Reports: Doug Menikeim reported that things are going smoothly at the City level. Lots of things happening. Todd Streeter gave a presentation on downtown revitalization initiatives, following the regular meeting. An IBA report was not given since Sheri Hopfe was not in attendance.

Open board seat for large properties was address. Shannon McMahon from the Grandstay was unanimously voted onto the board.

Events and Grants Award Policies – The sub-committee of Chuck Dougherty, Alex Rojas, Steve Roll and Christie Rosckes will meet on Thursday, August 6 to make revisions to the application process used to determine the eligibility and worthiness of funding requests. How much is budgeted towards events and grants can be determined during the budgeting process.

Doug discussed VRBO and AirB&B. He will research the ordinance further. The boards feeling is the ordinance may need slight revision but that collection enforcement may be the bigger issue. Education of the tax ordinance to those renting via VRBO and AirB&B may also help.

President Jerry Helmberger departs, the remainder of the meeting is presided over by Vice President Alex Rojas.

Heather Rutledge from ArtReach gave an update on Take Me to the River and thanked the board for their support.

Marketing Report (Christie): Web site traffic increased 75% 1st quarter and 65% increase 2nd quarter. Talked about the power of travel bloggers based upon recent experiences. Fam Tours are being planned for September 22 & 29. Complimentary lodging is requested for some of the tour planners. Room availability should be emailed to Christie. Alex added that he feels the CVB efforts in growing meeting business has been working and Chuck agrees.

Christie will attend the upcoming Midwest CVB's meetings and events conference.

August 30th is the reveal for the TV episode for DiscoverStillwater. Lift Bridge Brewery will host a party at 4pm.

Christie reported on the Explore Minnesota Group Travel planner conference. They requested to have the meeting held in Stillwater on October 22. Christie will make the necessary arrangements. EMT is hoping to hold it on a boat. 50 travel professionals from 5 states are expected.

The possibility of the CVB selling logo merchandise was discussed. The board felt that this is not desirable at this time.

Downtown kiosks and banners were discussed. Possible coordination of colors was suggested for kiosks. Just discussion points for future consideration.

CVent – They can promote to the meetings market but are quite expensive. The CVB will not pursue this opportunity at this time.

Future meeting dates/locations set:

September 9 - Grand Stay

October 14 – Lowell Inn

November 11 – Water St. Inn

Motion to Adjourn - Steve/Chuck