



STILLWATER/OAK PARK HEIGHTS CONVENTION & VISITORS BUREAU

BOARD MEETING AGENDA

Wednesday, September 9, 2015

10:30am

Grand Stay Inn & Suites

2200 W. Frontage Rd.

Stillwater, MN 55082

1. **Call Meeting to Order** – Jerry Helmberger, President
2. **Roll Call**
3. **Approval of the Agenda**
4. **Approval of April Meeting Minutes** - Steve Roll, Secretary
5. **Treasurer's Report** - Chuck Dougherty, Treasurer
6. **Partner's Report** – City, IBA, or Chamber organization updates
7. **Marketing Report** – Christie Rosckes, Fresh Avenue Marketing
 - a. No official report this month. Note: Photo Contest online voting through Sept. 15th, Fam Tours – Sept. 22 and 29th, Visitor Guide Ads Due Oct. 1st, CVB Grant applications Due Oct. 1st, Twin Cities Wedding Fair – Oct. 12, Midwest EMT Group Travel Planner Annual Conference hosted in Stillwater – Oct. 22
 - b. Explore Minnesota Director and CEO John Edman has been named national State Tourism Director of the Year for 2015. The award is voted upon annually by the U.S. Travel Association's National Council of State Tourism Directors. Edman was announced as the winner before more than 800 of his peers at the ESTO annual conference of travel professionals, held this year in Portland, Ore. Please join us in congratulating John on his achievement!
8. **Discussion Items**
 - a. Show new *Ways to Explore Stillwater* Video
 - b. Show *MN Traveler TV Show* Video



- c. Official Best Of video opportunity
 - d. 2016 Budget Planning
 - i. Select EMT Co-Ops of interest
 - ii. Determine Visitor Guide Ad Sizes – Minnesota, Mpls/St.Paul, St. Croix Valley, MN B&B
 - iii. Determine EMT Metro Group participation level
 - iv. ABA tour book – do we want to participate again?
 - v. AAA – sign insertion order. Verbally committed to secure #OnlyinMN maps like this year.
 - vi. Review EMT Grant Ideas (if ready – may need to email group, Due Oct. 15th)
 - e. Choose Photo Contest Winners for 1st, 2nd, 3rd place cash prizes.
9. **Next Meeting Date:** October 14th, 10am at Lowell Inn.