

Meeting Minutes

Stillwater & Oak Park Heights Convention and Visitors Bureau

December 9, 2015 - AmericInn Hotel

Voting members attending: Jerry Helmberger, Chuck Dougherty, Larry Loyer, Tiki Oswald, Steve Roll. Quorum - Yes

Voting members absent: Alex Rojas, Shannon Oldsberg

Others attending: Christie Rosckes-CVB/Fresh Avenue Marketing, Sheri Hopfe-IBA, Erica Osterreich-Chamber, Tom Lynum-guest

Call to Order 10:30am by President Jerry Helmberger

Chuck advised that councilman, Mike Runk will be the new Oak Park Heights City representative

Approval of Agenda: Chuck/Steve – passes

Approval of November Minutes: Chuck/Larry – passes

Treasurers Report - Chuck: All bills current and revenues to date are in. Reserve fund will be \$21,000 at year end. Motion to approve Jerry/Tiki – passes

Partners Reports:

Sheri – Twinkle parade was huge. Gave out 1600 twinkle lights and cookies and ran out. Carolers will be downtown on Friday nights. Carriage rides will continue the next couple of weekends and have been very popular as always.

Erica – Position for new Chamber director has been posted and hope to have filled by February. The Chamber Holiday gala was December 8 and had good attendance. Some new events and programs will be coming up soon.

Marketing Report – Christie: There has been a lot of great publicity recently. Stillwater was voted one of 99 top beer cities nationally.

MOTION to run a \$450 ad in Road Runner National Motorcycle Magazine. They target motorcycle travelers and cruising motorcycles rather than Harleys. Chuck/Larry – passes
2016 Visitor Guide went to print today. Delivery date still to be determined.

The Biercycle in downtown Stillwater would like to host the CVB. Board is in favor, perhaps closer to spring when the weather warms up.

Christie would like any professional photographs from member hotels and B&B's. An email request will be sent out.

Discussion of the Sticks in Stillwater hockey tournament grant. The number of teams for the tournament has been reduced from 250 to 100. All games will now be played at the St Croix Rec Center and none in Lowell Park. Other activities surrounding the event will include movie

showings, appearances by current and/or former hockey pros, skate arounds with hockey personalities.

MOTION to maintain previously approved grant of \$6500 despite changes to the event.

Chuck/Tiki – passes

Christie will be reordering the Discover Stillwater cups. Any business downtown that wishes to sell the cups, will be able to pre-pay at cost and place an order for them.

Non-voting meeting attendees excused for discussion of 2016 contract with Fresh Avenue Marketing / aka Christie Rosckes. The board reached agreement on a tentative contract.

MOTION was made to present a contract to Fresh Avenue Marketing. Chuck/Larry – passes
Jerry will draft a final contract version.

No meeting is planned for January.

Meeting Adjourned 11:45