

Meeting Minutes

Stillwater & Oak Park Heights Convention and Visitors Bureau

February 10, 2016 – Dock Cafe

Voting board members in attendance: Jerry Helmberger, Chuck Dougherty, Larry Loyer, Alex Rojas, Shannon Oldsberg, Steve Roll. Quorum - Yes

Voting members absent: Tiki Oswald

Others attending: CVB Marketing Director, Christie Rosckes - Fresh Avenue Marketing, Sheri Hopfe-IBA, Mike Runk-City of Oak Park Heights, Mike Polehna-City of Stillwater, Tom Lynum-William Sauntry Mansion

Call to Order 10:30am by President Jerry Helmberger

Approval of Agenda: Chuck/Alex – passes

Approval of November Minutes: Chuck/Steve – passes

Treasurers Report: Chuck: Alex/Larry – passes

Partners Reports:

Sheri – Update on Valentines Day plans and carriage rides. Sticks in Stillwater – impression is positive for the first year.

Welcome to Mike Runk

Marketing Report - Christie: Almost 315,000 web site users in 2015, an increase of 44% over 2014. Web site statistics show increases across the board. See marketing report.

Welcome to Mike Pohlana – Reported that Stillwater would like to host Hockey Day in Minnesota next year. Bike racks and air stations are being planned.

Discussion of Air BnB, VRBO etc. Cities will need to regulate and enforce ordinance's.

2016 regularly scheduled meetings will be held at 1pm (note new start time effective with the April 13 meeting) on February 10, April 13, June 8, September 14, October 12 and November 9 (the 2nd Wednesday of each month).

\$2450 in funds that were budgeted for the MN Bike Guide for 2016, are now available for reallocation, due to this guide only being published every other year.

MOTION – To advise EMT that the CVB is interested in hosting a Fam Tour for bloggers, they are organizing. The CVB will consider up to \$1000 towards the tour, but will need to see the details prior to a final amount being approved. Chuck/Alex – passes

Minnesota Meetings & Events running an article and want 5 venues to highlight in story. Christie will suggest the Idea Pad, JX Venue, Lowell Inn, Water Street Inn and Andiamo boats. They offer size and a variety of settings.

Christie will be hosting a spring Meeting Planners Tour. The most likely date will be May 10. Up to 25 event planners are expected.

A committee for the annual meeting was formed, consisting of Chuck, Jerry, Shannon, Alex and Christie. Meeting is proposed for early May.

Annual CVB presentation to the City of Stillwater will be next Tuesday, February 16.

(**Correction to the Agenda which states February 17.)

Presentation to City of Oak Park Heights will be proposed for Tuesday, March 8.

The UMCVB (Upper Midwest CVB) Conference is to be held Sept. 18-20, in Rapid City, South Dakota. Christie will get cost and detail information, before it is determined if anyone from the CVB will attend. Jerry expressed interest.

Meeting schedule for 2016 proposed:

April 13 – Rivertown Inn

June – Oak Park Heights City Hall

September – Lowell Inn

October – (Christie will check if the Idea Pad is available)

November – Grand Stay

**NOTE NEW MEETING TIME - All regular meetings scheduled to start at 1:00pm

MOTION to adjourn: Steve/Shannon - pass

Meeting Adjourned 12:30