



June 15, 2016

CVB Board Meeting – Marketing Recap

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1. **STATISTICS for DiscoverStillwater.com via Google Analytics.**
 - a. Will report at next meeting when 2nd quarter is complete.
2. **Budgeting & Planning**
 - a. With major events coming for winter 2017, suggest completing 2017 marketing plan by October to allow enough time to prepare and launch campaigns.
 - b. Need to determine pricing for 2017 Visitor Guide/Map
3. **Recent Press**
 - a. [Giant Sculptures Take Up Residence in Stillwater](#), Pioneer Press
 - b. [Why is Stillwater Getting an Ice Castle? The Perfect Spot](#), Pioneer Press
 - c. [At Stillwater's Freight House, Now the food matches the view](#), Pioneer Press
 - d. [Stillwater's DQ to become Ziggy's Street Food](#), MSP Business Journal
 - e. [Minnesota's First Electric Tuk-Tuk arrives](#), Stillwater Current
 - f. [Great Idea Recipient](#) – Historic Images App. Have been in discussions with creator since prior to application. We plan to work together to promote/integrate into our website/future apps.
 - g. [Sticks in Stillwater Looks forward to Hockey Day 2017](#), The Lowdown
 - h. [25th Anniversary at Midtown Antique Mall](#), Stillwater Current
 - i. [Boom Site Closes for a Face-lift](#), Star Tribune
 - j. [Sawdust Savvy Moves to Grand Garage](#), Stillwater Gazette
 - k. [Stillwater Lift Bridge Opens for the Season](#), Pioneer Press
4. **Public Relations**
 - a. Responded to media inquiries from: Hudson Neighbors/Woodbury Magazine regarding 4th of July, Blogger Alicia Nelson (shopping, AmericInn), USA Today blogger (outdoor adventure theme), Stillwater Gazette (ice castles), Pioneer Press (new theater), MN Uncorked (wine culture magazine), Growler Magazine.
5. **Annual Mixer**
 - a. Held May 18 at the Water Street Inn, our first joint IBA/Chamber/CVB event went well and was attended by over 160 local businesses and staff members. Feedback on the event to be discussed at our meeting, but many positive comments have been heard from attendees especially about the sample rides. Here's a link to [photos](#) and the [evite](#). Everyone looked like a team in their blue Discover Stillwater shirts – thanks so much for your help!
6. **Advertising Campaigns**
 - a. **Radio**
 - i. Next co-op campaign is in November on Cities 97.
 - b. **Tourism Guidebooks/Websites**
 - i. [MN B&B Association Guide](#) (back page ad)
 - c. **Explore Minnesota**
 - i. **Metro EMT Group** – met April 13 at Pinstripes in Edina. Holding off on digital advertising until the website contest is better suited for digital campaigns. New campaign theme and creative also underway. Wisconsin still focus. Next meeting is June 30th.

- ii. **TBEX Travel Writers/Bloggers conference** held in Minnesota this year, so EMT brought two groups to Stillwater for pre-conference tours May 28/29. Arrangements have been made with partner businesses. Social media mentions were a requirement at each stop, so we garnered nice exposure. There were 42 total travel writers who toured Stillwater over Memorial Day Weekend.

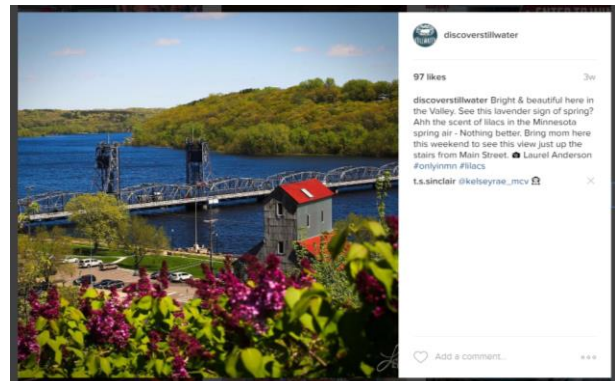
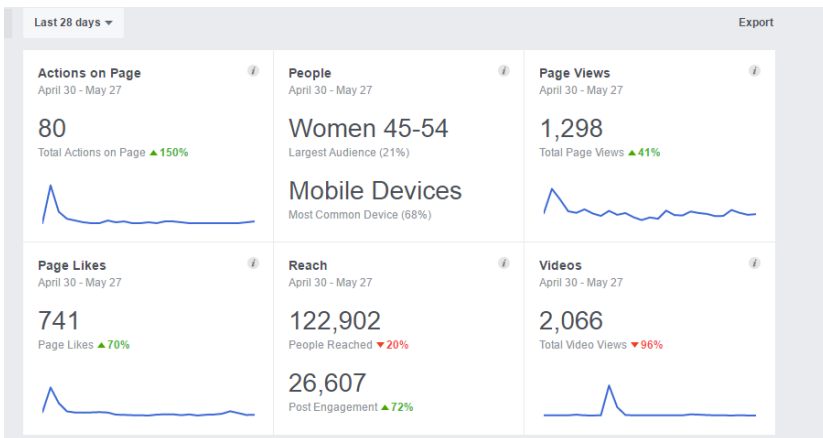
d. Digital – Content/Google Ad Words/Display

- i. Interfuse Digital Media– Romantic article native advertising (EMT co-op) resulted in 600 mailed visitor guide requests (majority IL, MN,WI) in addition to digital CTR, views, etc.
- ii. Mid-week Pontoon Getaway digital display ads on both Google Display network and via AdRoll retargeting. See [campaign summary](#).
- ii. Photo Contest – launched June 1st (signs in storefronts, press release, social media, and digital ads). Same as last year – enter online. Stillwater Getaway Package is valued at \$700 again! [See info](#) and [official entry page](#).



e. Social Media

- i. Having two people working social media has shown success in a month
- ii. [Facebook](#) – 21,345 fans. Top posts in May: Ice Castle announcement 50,000 reach/2500 reactions, comments, shares, \$8 boost (only 5000 reach from paid) and Ziggy’s restaurant announcement 25,000 (no boost). 1000 new fans in month.
- iii. [Instagram](#) – 2043 followers. (Compare to CVBs: Roseville 292, Hudson 597, Redwing 33, Duluth 2253). Top post in May 97 likes, lilacs image. 500+ new this month!!!
- iv. [Twitter](#) – 720 followers. (almost 100 new)
- v. [YouTube](#) – 17,358 views. (add’l 3K viewers in last month, created playlists)



f. Special Markets – Weddings, Meetings, Group Travel

- a. Group Travel – ABA (American Bus Association) Tradeshow leads provided from EMT, visitor guides mailed, but still need to send custom email to all leads.
- b. Meetings –
 - ii. Fam Tour completed on May 10th. [Invitations](#) mailed to all MSAE (Minnesota Society of Association Executives) members, promoted on select association Facebook pages, our website meetings page, Linked Inn, and in email about our award announcement. See [photos and feedback](#).
 - iii. Road the wave of our Best CVB award by exhibiting at the MSAE Annual Expo at the



Minneapolis Convention Center on May 18th. This is the first time we've exhibited at a non-wedding event, so I used our new banner stands. We got our space for ½ price. [Photos](#). MSAE is now called [Associations North](#).

c. Weddings – Leads continue to come in and be shared with all venues. No more wedding fairs this year.

d. Website

a. Daily updates. Looking into bids on additional mobile friendly updates. Also need to devote more time to content maintenance to keep it up to date. It's been very helpful to have Janel manage the events calendar section.

e. Visitor Guide

a. 1st half of the shipment has been distributed. 2nd half arriving week of June 20th. About two weeks ahead of normal schedule.

b. Averaging 112/week mailed since January.

c. New assembly company ESR working out GREAT!

d. FYI, like always many events changed dates since visitor guide was published, so an edited version of the year-at-a-glance calendar is available online [DiscoverStillwater.com/events](#).

e. Starting on 2017, so please share any feedback/requests for content/layout/edits/ideas, etc.

f. Monthly Newsletter

a. Mail Chimp Subscription list: 22,587. Current avg 14.6%, industry open rate 12.5%

b. Wrote and sent [May](#) newsletter, open rate 12.8%

c. Wrote and sent [June](#) newsletter, open rate 13.1%

d. Sent [Pontoon Getaway Sweepstakes](#) to entire list, 17.3% open rate.

g. Branding/Marketing Materials

a. Ordered 2 two retractable banner stands for versatile uses

b. Ordered more two-way window clings

c. Tear-off maps – out, should I re-order?

h. IBA/Chamber/City Partners

i. New Businesses

a. Tuk Tuk Electric Car

b. [Palm Tree Oasis](#)

c. Nacho Mamas Expansion

d. [Nina Marie Clothing Boutique](#)

e. [Galeria Saro](#) (art gallery)

f. [Strawberry Patch](#) (pop-up shop)

g. [Ziggy's Restaurant](#) (summer)

h. [JX Venue](#) (summer)

i. Closed: Our Antiques

j. Events

a. Signed copies of contracts from all 2016 grant recipients accept Main Street IBA.

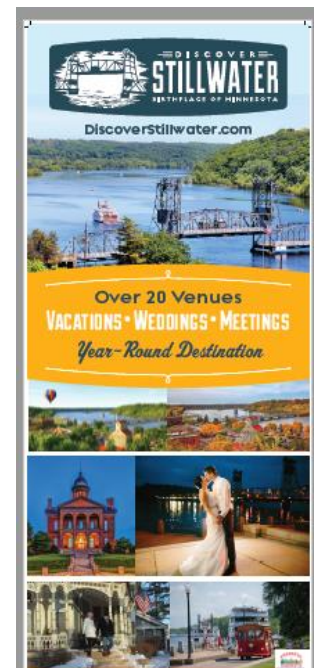
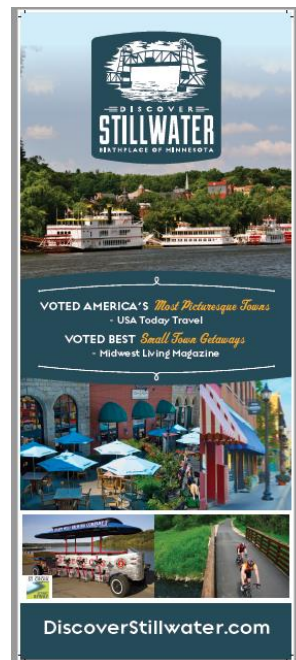
b. Sponsored Events Coming Up:

i. [River City Sculpture Tour](#)

ii. [Cruisin on the Croix](#)

iii. [Summer Tuesdays](#)

iv. [Lumberjack Days](#)



Thank you!