



STILLWATER/OAK PARK HEIGHTS CONVENTION & VISITORS BUREAU BOARD MEETING MINUTES

Wednesday, November 29, 2017

Reve Bistro & Bar

10:30am

Meeting called to order by Alex Rojas, Acting President at 10:38

Roll Call:

Voting Members in Attendance: Alex Rojas, Acting President; Chuck Dougherty, Treasurer; Larry Loyer, Acting Secretary; Nikki Bailek & Heidi Rosebud

Voting Members Absent: Joan Wright

Quorum Yes

Others Attending:

Sherri Hopfe – Stillwater IBA

Robin Anthony, Greater Stillwater Chamber of Commerce

Christie Rosckes, Fresh Avenue Marketing

Mike Runk, City of Oak Park Heights

Matthew Stepaniak, 210 Laurel

Approval of the Agenda - Dougherty/Rojas - Approved

Approval of Last Meeting Minutes – Larry Loyer, Acting Secretary –

Rojas/Dougherty - Approved

Treasurer's Report - Chuck Dougherty, Treasurer – Rojas/Loyer - Approved

Chuck will check on who should be signers on the checking account.



Partner's Reports –

Greater Stillwater Chamber of Commerce , Robin Anthony –

Upcoming events include the Holiday Mixer; Bags, Bingo & Beer tournament January 22nd at Mallards; and Winter Gala Community Awards Celebration February 9th at the Heights. They are taking nominations for awards and distributing a calendar. They are also partnering with the school district on 2 conferences – An Education Conference June 18-21 & the t National Phys Ed Conference Aug 5 & 6.

City of Oak Park Heights, Mike Runk –

Holiday Inn Express has submitted plans for a 100 room facility.

A brief discussion ensued about the former Tartan Park development and some of the other local hotel developments.

IBA – Sherri Hopfe –

Hometown for the holidays is coming up quickly. This weekend is the twinkle party (no snow yet). Final Ladies night out was very successful. \$18,000 was spent downtown that night.

Just for Me Spa – Heidi Rosebud –

Twin Cities Live is coming to their business.



Marketing Report – Christie Rosckes, Fresh Avenue Marketing –

Radio and television campaigns are done. #only in MN Monument is scheduled. They are starting to build the ice castle but we need some cold weather. Minneapolis St. Paul Magazine has been chosen for super bowl advertising. We will have a joint ad with Ice Castles. She needs a budget for marketing to the people who might be attending the super bowl once we know who the teams are. We have about \$1,000 to spend on this.

Discussion Items

- a. 2018 Marketing Budget – Lots of new things are happening and we need to ramp it up. Focus on digital marketing. We should work with some partners to help – digital marketing company for paid advertising part . She has been interviewing companies. She needs to focus on the blog and driving people to our website. A general discussion ensued as to which company we should partner with. She needs approval for about \$35,000 and a consensus on which company. Madden Media was chosen. Christie will send the proposal from Madden to Acting President Rojas. Recommended that we do not fund any additional events for next year and she would like the proposals to be submitted by November 1st next year. General discussion about the pros and cons of making changes to our grants process. Daugherty/Loyer - Approved
Visits to our website are flat in comparing to last year with the exception of first quarter last winter which was up 50%.
- b. Late Grant Request Submissions: Music on the River, Cruisin on the Croix, Ice Cream Social – it was decided to not fund late grant requests.
- c. Annual Mixer Discussion – This is not included in the budget this year. Most likely not effective for the purposes of training front line employees. Suggested that we still hold the event but refocus the presentation – possibly on local lodging. We'll



develop a new process to educate businesses on tourism tools and tips and will continue to host a joint May kick off gathering with the Chamber taking the lead.

- d. Next Meeting Dates: 2018 Meeting Dates/Locations/January Elections Plans – January 10, 10:30 at Lowell Inn. February 7th, 2018. Rojas will take the lead in planning the elections. He will review the bi-laws.

Meeting Adjourned – 12:13 pm – Rojas/Daugherty - Approved