

Valley City Tourism Meeting – November 21, 2023 9:00 a.m.

Present: Kara Anderson, Chris Botz (Corp), Myron VanBruggen, Mark Potts, Amy Pederson (call in), Macy Schlaht

Minutes- Myron motioned to approve. Kara 2nd. Motion carried.

Financial Statement/Bills- Macy briefed the finances and expected bills through the end of the year. Kara motioned to approve the financials. Myron 2nd. Motion carried.

Grant Requests: Barnes County Tournament – Requested \$750 as requested in the past. There will be a girls and a boys tournament held on December 5, 6, 8th and early January. Kara motioned to approve the full amount. Myron 2nd. Motion carried.

Advertising Opportunities/Marketing Coordinator Updates:

It was discussed to do the Source Guide, Medicine Wheel brochure, and Byway brochure for the brochure distribution program for the rest areas in 2024.

Chamber Updates: Save a Buck Spend Some Doe was a success and businesses saw a lot of traffic. The Parade of Lights will be held November 25th accompanied by the Veterans Park lighting ceremony. There will also be Santa, smores, shopping, and crafts at the Chamber for this event.

NDWS Updates: Macy suggested reaching out to the NDWS to have the new vendor manager start coming to the meetings as in the past if no other representatives are able to so we can get updates on what is happening at that building.

Bridge City Cruisers: Bridge City Cruisers will be sponsoring a movie at Valley Twins Cinema (the Polar Express). This movie is free to the public and will feature free popcorn for those with a ticket. The car show being held at the Winter Show is seeing a lot of interest in the car community and will be held in January. There is interest in adding vendors for a larger demographic to enjoy the event. The snowmobiles could do a scenic drive down the SRVNSB. There will also be a dinner held at the Eagles for participants on Friday, and potentially a band at the Eagles on Saturday to encourage participants to stay. For Rally in the Valley, BCC would like to see 300 cars and would like to keep the registration free. There is interest in expanding the Friday night event.

Other: Macy mentioned that the VCPR Parktober event was a success and there were a lot of fall activities and great attendance. VCPR also hosted a basketball tournament last weekend. Upcoming events include Turkey Dinner Duathlon, Santa at the Wellness, and cardboard sled races.

Summer Nights on Central is hoping to have 4 events in 2024 if they can acquire the sponsorships to cover additional costs. The committee is in the planning stages and is excited for partnering with other organizations within the community.

The Crossing campground renovations have been completed and will be ready to open after Memorial Day in 2024. The Lake is seeing high usage and the campgrounds are consistently full.

VCSU's winter commencement will be held December 14th. There will also be a 3 day boys district tournament held at VCSU in February.

Next meeting- December 19th, 2023 9:00 a.m. Rosebud Visitor Center