

Valley City Tourism Meeting – May 23, 2023

Present: Amy Pederson, Mary Lee Nielson, Mark Potts, Maria Frerich, Steph Nelsen, Scott Tichy, Macy Schlaht

Minutes- Mark P. moved to approve minutes. Scott T. seconded. Motion carried.

Financial Statement/Bills- Scott T. made a motion to approve financials, Mary Lee N. seconded. Motion carried.

Grant Requests: N/A

Advertising Opportunities/Marketing Coordinator Update: Macy attended the North Dakota Tourism Conference. She went to a Marketing Conventions and Meetings Roundtable to get ideas to get of how to promote Valley City for small conferences, like the Math Conference coming up. Enhancing Your Destination was another topic dealing with how to market online and track it, using more QR codes to market, and doing blogs and more personalized articles online. Macy would like to do tailored itineraries like for “girls night out” etc.

Chamber Updates: Maria reported that a band (8th Hour) has been hired for the street dance at Rally in the Valley. The dance is sponsored by Brockopp Brewery, the Farm Labor Club and Captains Pub. The Chamber is also working on Crazy Daze. They are also talking about starting “Chamber on Tap” an event where a business owner and be on the hotseat asking a question and get help from other business owners. They would also like to do a session for business owners to get help on social media marketing. Maria was asked about the hierarchy. She explained that there would be no new hires and that the President and President-elect were helping out.

NDWS Updates: N/A

2024 Proposed Budget: Macy presented a budget. Income items added were Economic Development for the billboard and Merchandise Sales. The income from Occupancy Taxes increased, falling in line with the trending figures. With the rise in income there was some increase in expenses. Marketing and Billboard increased. It was voted at a previous meeting to add Summer Nights on Central \$1500 to the budget. All the Administration lines were increased including a 5% increase for the Contract Service Agreement. Miscellaneous was put at \$1,500. The Visitor Center/Byway portion had no changes. Scott moved to approve the budget, Kara seconded. Motion carried.

Brainstorming:

Other: Macy and Kara talked about the Community Calendar. They are working to get more events from clubs and other organizations so the calendar isn’t so sports heavy. Mark P. relayed that VCSU is working on their calendar and will get info to Macy. To promote the calendar, they received a grant from the Community Foundation to do more social media, buy refrigerator magnets, and to make small signs for restaurant/bar tables. We will be selling Chamber souvenir items at the Visitor Center. The Chamber asks to get their money back on the items. We discussed having additional items. Macy reported that the Advisory Committee met and approved the request that \$20,000 be taken from the reserve for the Water Trail. Since Tourism and the Advisory Committee approved the request, it will be sent to the city for approval. Mark P. moved to adjourn the meeting, Maria F. seconded.

Next meeting- June 20th , 2023 at 10:30 am at the Rosebud Visitor Center