

Valley City Tourism Meeting – August 15, 2023

Present: Amy Pederson, Mary Lee Nielson, Myron VanBruggen, Maria Frerich, Trinity Nelson, Macy Schlaht

Minutes- No minutes presented.

Financial Statement/Bills- No financials presented.

Grant Requests: Eagles Club Pitchfork and Hoe event requested \$1500. NDWS 50/50 Sale requested \$700. Trinity described the Pitchfork and Hoe event. This is not the first time they have done the event but it is one that could grow. Mary Lee made a motion to grant \$300 with the provision that they advertise to draw in folks from 30 miles out. Myron seconded. Motion carried. Discussion on 50/50 was that they met the requirements for \$500. Mary Lee moved to grant \$500, Marie seconded. Motion carried.

Advertising Opportunities/Marketing Coordinator Update: Macy bought fall Facebook ads for the Midwest plus the states of Washington and Arizona. She will be working on new ads featuring fall color drive on byway. Most of her time was spent on RiverFest. There were 198 registered with 18 not showing on Sunday (rescheduled day). Total was 172 craft on the river. The Craft Show was held on Saturday with 32 vendors including 2 food vendors. Macy and Amy reported the vendors they talked to were pleased with the event.

Chamber Updates: Maria reported that Crazy Days numbers were down due to extreme heat. They held a Coffee & Conversation event with 15 members at Alley Beans. It was all about membership and what's new at the Chamber. The group came up with many ideas to better the community. Business After Hours held at Central Avenue Pharmacy was well attended for their 34th anniversary. The Chamber has new opportunities for advertising. There are 6 nominees for 4 spots on the Chamber Board. Marie announced that the new Chamber website is online using same address. They now have online payment and registration. On the Special Events banner on the website there is a QR code to use to find promotions and sales. Macy will put code in new Sourcebook and on cards to include with packets for events.

NDWS Updates: The High School Rodeo is in September.

Brainstorming: Suggestions for RiverFest include a kids bike parade, pontoon rides. Macy proposed a Fall Festival that includes a pumpkin patch, goats. Others ideas were a bonfire, cornbox, bands. Myron brought up a vintage snowmobile show for a winter event as a joint effort with the Cruisers and Sno-Drifters clubs. Events could include snowmobile drag racing, ice fishing contest, a trail ride (great groomed path in place).

Other: Myron asked if it would be possible to add the Bridge City Cruisers Friday night drive and dinner to RiverFest registration. He needs to now numbers to make eating arrangements. Summer Vikes will be September 7. Businesses can register to have a booth (\$20). There will be the parade across the walking bridge, inflatables, food vendors and fireworks (if City Commission approves). The band is 32 Below. Trinity also reported that a group may be forming to get murals downtown. There ideas for buildings. Macy will be talking to VCSU professors about a group project. Mary Lee brought up Barnes County Park position and that the County is in budget talks at this time. The position would bring sustainability for the parks including the byway and water trail. She also reported on Ryan and Steve show on Monday focused on Ryan's family drive on the byway. Macy asked to get a written testimonial from Ryan.

Next meeting- September 19,2023 at 10:30 am at the Rosebud Visitor Center