

Valley City Tourism Meeting – July 19, 2022

Present: Amy Pederson, Macy Schlaht, Mary Lee Nielson, Mark Potts, Kay Vinje, George Dutton, Terry Johnson, Steph Nelsen

Minutes- Mark P. moved to approve minutes. Terry J. seconded. Motion carried.

Financial Statement/Bills- Macy reported the VCT billboard is paid through January 2023. The Specialty billboard deadline was today but Macy will ask for extension while George D. works with group. Mark P. made a motion to approve financials, Steph N. seconded. Motion carried.

Grant Requests: VC Tennis Association asked for \$200 for VC Invite. It was received late and the event had taken place. VCTA will be advised to apply again next year before the tourney.

Advertising Opportunities: Meeting with ED employees Macy found that ED is writing a grant for marketing that includes a videographer. ED will own all the footage so Tourism can use it. Macy commented about financial support but didn't have details. She is putting together for AAA Fall Edition and has worked with Footprint Media on ads. Macy is doing more with Facebook ad purchasing and is frustrated with the \$5, \$2 etc. billings. Mark P. didn't think we could do it differently.

Marketing Coordinator Updates: RiverFest is coming up fast. Preceding Summer Nights on Central will be VCPR Pulled Pork cook off in Veteran's Park. Macy will be working on a drone license this winter.

Chamber Updates: Kay informed the group that Crazy Daze has a list of vendors that should bring more folks downtown to help out merchants. The VC Trap Club is bringing back Bison Burgers. The July 27th event goes from 9am-5pm.

NDWS Updates: N/A

Brainstorming: Macy asked about opening the entryway at all times so folks can get traveling info from the indoor brochure rack. Kay expressed building safety concerns but will look into it.

Other: Mark reported that VCSU students come in August 19 and 20. On September 1 is the first football game with a tailgating party that includes refreshments and kids' games. The next Thursday will be Summer Vikes on Central.

Terry told us the Bridge City Cruisers will be having a cruise on the Friday night before RiverFest. They are inviting other clubs and said your car doesn't need to be vintage or special to be part of the cruise. Fort Ransom is the first choice if they can work it out with the Lunch Box Eatery but may end up going north. He will let us know.

Amy reported that VCPR is wrapping up July activities. There will be a movie in the park tonight and next Thursday will be Safety in the Park with the opportunity to meet VC/BC First Responders.

Mark moved to adjourn the meeting, George seconded.

Next meeting- August 16, 2022 at 10:30 am at the Rosebud Visitor Center