

Valley City Tourism Meeting – September 19, 2023

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

Minutes- Scott T. made a motion to approve the minutes as corrected. Maria F. seconded. Motion carried.

Financial Statement/Bills- There needs to be a correction as it doesn't show the 2023 budget as amended (add \$20,000 to SRVSB column). Committee asked Mary Lee to follow up on this. Mark P. moved and Kara A. seconded. Motion carried.

Grant Requests: VCPR requested \$1000 for upcoming basketball tournaments (November-March) for \$200 per event. Mark P. moved and Maria F. seconded a motion to fund \$400 for 2023 and \$600 for 2024. Motion carried.

Advertising Opportunities: Macy would like to work with ED and Chamber to stage new photos and videos promoting tourism, businesses and Good Life campaign. Macy did write up for National Scenic Byways Foundation to get SRVSB on the website.

Marketing Coordinator Update: Last week Macy attended ND Parks and Rec State meeting and went to session on marketing trends. There was an interesting session on AI that would guide where to advertise to get more people to the area. Economic Development is looking at this and maybe there could be some collaboration with ED and Chamber. Macy is looking at option for brochure stands for local gas stations.

Chamber Updates: Maria reported that the Chamber held their second Coffee & Conversation with a class on Canva at the Wellness Center. On October 3rd Kara will present on Recruitment and the Good Life campaign. Save a Buck and Spend Some Doe will be No 10-11. The Chamber Board will have a retreat at the end of the month.

NDWS Updates: Steph reported that the ND High School Rodeo was huge.

Brainstorming: Macy and Maria talked about Jamestown marketing and what we could ideas we could use. Macy talked about doing more blogs- she told us about Fargo golf course blogs. One idea would be to work with Wes Anderson at the BCHS. Kara brought up murals on building and will work with Echo during spring classes.

Other: Macy and Kara reported on the successful Summer Vikes on Central. Many students stayed and engaged with folks in booths. VCPR is working on sponsoring a community movie Oct. 20 as part of a new Fall Festival. They will have a Fun Run, coed volleyball, craft vendors at Chautauqua Park. There is another craft show at the Eagles so will look into co-opting. Trunk or Treat is October 27th.

Next meeting- October 17, 2023 **at 9:00 am** at the Rosebud Visitor Center
(PLEASE NOT NEW TIME)