

**Valley City Tourism Meeting – February 21, 2023    10:30 A.M.    Rosebud Visitor Center**

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**Present:** George Dutton, Nikki Brockopp, Macy Schlaht, Jacob Gottenborg, Mary Lee Nielson (mobile), Stephanie Nelson, Amy Pederson, Kara Anderson (non-voting)

**Minutes-** Mary Lee motioned to approve. Jacob seconded. Motion Carried.

**Financial Statement/Bills-** Stephanie motioned to approve financials. Jacob seconded. Motion Carried. Macy presented the end of year (2022) occupancy tax reports noting high summer/fall months and breaking the \$100,000 tax barrier with \$102,000 in 2022. Stephanie commented on very busy months. Macy also suggested approving future expenditures for the Marketing Summit and Travel Industry Conference as annual events. It was stated that it has been approved for the two conferences in the past.

**Grant Requests:** *Northern Lights Horse Show:* Two-day horse show with potential for more events this year at the Winter Show building. Requested \$500. Stephanie motioned to approve \$300. Kay Seconded. Motion carried. *Summer Nights on Central:* A series of 3 events in July and September featuring live music, food vendors, games, and a partnered event with VCSU. Requested \$1000. Mary Lee made a motion to approve the grant request of \$1000 in addition to adding Summer Nights on Central as a budgeted line item in Sponsorships moving forward. Jacob seconded the motion. Motion carried. *ND Mathematics Conference:* A two day conference held with VCSU requesting an unknown amount for a welcome banner, conference bags, and name tags. Jacob motioned to table the grant request until further information was gathered on what the group wanted Tourism to do with the sponsorship and revisit at the next meeting. Mary Lee stated that other CVBs do this kind of sponsorship. Stephanie seconded Jacob's motion. Motion carried.

**Advertising Opportunities:** Macy stated that there are no VC Tourism Rack Cards left and brought quotes for 1000, 3000, and 5000 from Valley Officeworks. The QR codes and information can be updated in real time and will not be out of date. George motioned to approve the purchase of 5000 copies at \$735.34. Mary Lee seconded. Motion carried.

Tourism will have a booth at the Winter Show with many publications and brochures available. There will be banners in the main arena. Jacob suggested having visitor packets for the exhibitors.

Macy shared that she had a list of leads from AAA Living that she wants to use for a newsletter emailing list. Jacob suggested having a drawing at the Winter Show for people to drop their emails in to win a prize to increase the number of emails for the newsletter.

Tourism got a deal with the Jamestown Source Guide for a ½ page ad.

**Marketing Coordinator Updates:** Brochures have been delivered to Presort Plus in Bismarck and will be distributed at the end of March to the rest areas. Macy renewed the TAP membership. April 3-5 is the Travel Industry Conference in Bismarck. Kara Anderson from Economic Development will also be attending. Macy shared website analytics and set a goal to double website traffic in 2023 compared to 2022. There has been increased traffic from IL, DC, WA, CA, TX, SD, FL.

**Chamber Updates:** The Coffee and Cocoa Crawl will be held March 4 and there are 18 businesses registered including 4 new chamber members participating. Cups can be picked up at the Chamber. April 13 is the Chamber Awards Banquet at The Reserve at Woodland.

**NDWS Updates:** NDWS is undergoing some renovations including an updated bar and new lighting. The Winter Show will be from March 7 – 12 and will feature rodeos, the Market at the Armory, dog show, game show, and vendors. Over 1000 tickets for the rodeos have been sold so far. Media day is Wednesday, March 8<sup>th</sup>.

**Other:** Macy encouraged members to make sure their recommitment agreements are signed and turned in to her. Discussion was had on President/Vice President election. The plan is to elect officials at the next meeting. Jacob stated he will be moving and will no longer serve on the board after March's meeting. Amy reported that VCPR is hosting a youth basketball tournament 2/25 and has 57 teams and 88 games. George mentioned the idea of Christmas Lights in a park as a drive through. Kara shared analytics from VCBCDC's "Valley City Good Life" campaign and stated that she has over 150,000 views on her videos since Jan. 1. Discussion was had for Economic Development to be apart of the Tourism Board as an At Large member.

Stephanie motioned to adjourn the meeting. Jacob seconded. Motion carried.

**Next meeting-** March 21, 2023 at 10:30 am at the Rosebud Visitor Center conference room