

Valley City Tourism Meeting – January 17, 2023

Present: Amy Pederson, Mary Lee Nielson, Mark Potts, Kay Vinje, Jacob Gottenborg, Tanya Couture, Macy Schlaht

Minutes- Mark P. moved to approve minutes. Kay V. seconded. Motion carried.

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

Grant Requests: N/A

Advertising Opportunities: Macy has a meeting today with Dixie Saur on the bridge brochure. We are getting 5000 copies. She had a copy of the Source Guide to review. The Jamestown guide application came out- Macy will work to get a discount as we advertise for them for free in the Source Guide. She has submitted ads for E news and online ads on the ND Tourism site. We ended up with 1000 copies of the Explore the Sheyenne for \$2400.

Marketing Coordinator Updates: They had an informal RiverFest meeting and did an ad hoc survey on a craft show. There looks to be great interest. The date is August 5. VCPR is looking for possible food vendors and music to make it more of a festival.

Chamber Updates: Kay informed the group that the Coffee Crawl is on March 4. The Chamber is co-marketing with KOVC and the NDWS. Last year they sold 200 cups. Registration will be online.

NDWS Updates: Jacob talked about the Coffee Crawl ending at the NDWS with possible a corn hole tourney before the concert. They are hitting deadline for vendors for the March show. The response has been good with having to turn away folks that need larger space. They will be having a kids game show on Saturday. Instead of the NDRA they will have a live auction in the main ring on Sunday selling stock. The PRCA rodeo will be Friday night and 2 shows on Saturday. There will be a gun show in February.

Brainstorming:

Other: Macy will check with Bridge City Cruisers on new rep. She thinks she will have some time to visit the hotels and talk to the managers about meetings.

Mary Lee told about manning the front desk. It will probably be a student intern with another person doing weekends and helping out some during the week. They are looking at a full time position and are creating a job description.

Amy reported that the tourney had 41 teams. Changes in school teams has cut numbers down. The 35th Annual Winter Shootout will be February 25 and the Spring Shootout will be March 25.

Macy said the Charlie Brown sliding event had about 9 participants- the freezing rain made it really cold. VCPR thinks this event will grow.

Mark P. moved to adjourn the meeting, Jacob G. seconded.

Next meeting- February 21st, 2023 at 10:30 am at the Rosebud Visitor Center