

Valley City Tourism Meeting – December 19, 2024 9:00 a.m. Rosebud Visitor Center

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

Minutes: Mark motioned to approve. Kara seconded. Motion carried.

Financial Statement/Bills: Scott motioned to approve. Kara seconded. Motion carried.

Grant Requests: VCSU Class B District 1 Boys Tournament for \$200 February 23, 26, 27. Jamestown Car Club Hot Rod Junkies Car Show for \$500 for January 27 & 28. Kara motioned to approve both as presented. Scott seconded. Motioned carried. With community grants being at \$4,866.28 of \$5,000 it was discussed to zero out that line item and take the rest where it seemed fit.

Advertising Opportunities/Marketing Coordinator Updates: Source Guides are being started for 2024. Any changes, updates, ideas, etc. can be sent to Macy to be included. The goal is to have them go into printing the beginning of February to have them by NDWS. Kara and Macy are looking forward in schedules to plan photos in different stores, parks, services, etc. to have for materials.

Chamber Updates: March 2nd is the Cocoa Crawl. The Parade of Lights and Vets Park Lighting Ceremony may be adding a cocoa crawl next year. The 12 days of Christmas has businesses donate baskets to enter to win. They are in the planning stages of Rally.

NDWS Updates: No representative present, but it was discussed that the opening concert is on March 2nd and will feature Easton Corbin. March 6-10 are the dates for NDWS 2024.

Bridge City Cruisers Updates: No representative present, but it was reminded that the BCC and JCCC are hosting the car show at the NDWS building January 27-28.

Brainstorming:

Other: Valley City merchandise is being drafted to have for the 2024 tourism season. Summer Nights on Central is looking to have four dates, one each month June-September.

There was an idea to potentially have different locations for meetings, like Brockopp or Alley Beans, to encourage more members to come to the meeting.

Note: Please review the recommitment letter for 2024. If anyone is looking to be done on the board, please let Macy know. It is important to have an active board, so if there are any concerns about your ability to actively serve for any reason, let Macy know.

Scott motioned to adjourn the meeting. Maria seconded. Motion carried.

Next meeting – February 20th, 2024 _____