

## Valley City Tourism Meeting – October 17, 2023

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**Present:** Amy Pederson, Mary Lee Nielson, Scott Tichy, Myron Van Bruggen, Kara Anderson, Macy Schlaht

**Minutes-** Scott T. made a motion to approve the minutes. Kara A. seconded. Motion carried.

**Financial Statement/Bills-** Scott T. made a motion to approve. Myron V. seconded. Motion carried.

**Grant Requests:** N/A

**Advertising Opportunities/Marketing Coordinator Updates:**

Macy attended ND Tourism Marketing Summit. She got the co-op updates with Tourism. She proposed:

Native New Ads- \$2500

Social Media- \$1500

Web Advertising- \$1375

Cross Display Ads-\$2500

We will work with Jamestown on the 2-page ad that will cost over \$4000.

Scott T. made a motion to move forward with online advertising. Myron V. seconded. Motion carried.

**Chamber Updates:** Kara reported that the Chamber is holding another Coffee & Conversation at VCSU. Kara is leading it talking about recruitment, job descriptions and resumes. Save a Buck and spend some Doe is coming up in November.

**NDWS Updates:** Macy chose a category as a sponsor and will send the \$500 for North Star Classic. Myron reported on a joint event with Bridge City Cruisers and the Jamestown Car Club. It will be on January 26 and 27<sup>th</sup>. It's possible that the Vintage Snowmobile club might join the show and also run drag races.

**Brainstorming:** Macy, Kara and Maria talked about Jamestown marketing and setting up a meeting in Jamestown to see how we could work together.

**Other:** Amy and Macy gave a rundown of events for this weekend at Chautauqua Park including a fun run, free kids movie at the theater, co-ed volleyball tourney, Escape Room, free will soup lunch and a tractor pull and bouncy house for the kids. They also plan on a corn pit with prizes, a pumpkin patch, and a kiddie ride.

Trunk or Treat will be moved to Chautauqua Park on the 27<sup>th</sup> due to construction of a pedestrian walkway from the Wellness Center to Bubble.

VCSU did an intern shoot at the Visitor Center. Kara helped and included actual tourists in the video.

Kara reported that a production company would like to film part of their movie in the Rosebud Railcar.

The Scenic Byway gave their okay with the provision that Tourism receives footage that can be used for free for advertising.

**Next meeting-** November 21, 2023 **at 9:00 am** at the Rosebud Visitor Center