

Valley City Tourism Meeting – April 18, 2023

Present: Amy Pederson, Myron VanBruggen, Maria Frerich, George Dutton, Kara Anderson, Stephanie Nelsen, Macy Schlaht, Penny Wolla

Minutes: Steph motioned to approve minutes. George 2nd. Motion carried.

Financial Statement/Bills: George motioned to approve finances. Maria 2nd. Motion carried.

Bylaws: Macy presented a finalized version of the bylaws highlighting two additions addressing electing president and vice president and handling consistent absent members. Steph motioned to approve the bylaws as presented. George 2nd. Motion carried. The bylaws approved will now be used as an outline for Valley City Tourism procedures and policies.

Election of Officials: Amy opened the floor for any nominations (self-nominations or nominations of other members). Amy suggested nominating Mark Potts for Vice President and said she would be comfortable remaining in the President position. Kara also voiced her support for Mark being Vice President. George made a motion for Amy to remain President and for Mark to be elected Vice President. Steph 2nd. Motion carried. George will no longer have voting rights as he put in his resignation and does not hold an elected position.

Grant Requests: Bridge City Cruisers requested an additional \$500 for the Rally in the Valley event happening Friday, June 16, and Saturday, June 17, to offset costs associated with the operations of the Friday night car show and dinner as well as their plan to have a drive-in movie in the YSC/Hanna Field parking lot. The board reviewed the budget, schedule of events, and event details – it was reviewed using the grant point system. With 41 points, it qualified for the \$500+ grant request on the score sheet. Kara motioned to award Bridge City Cruisers will the full \$500. Steph 2nd. Motion carried.

Advertising Opportunities: Macy reported that she began writing articles on the Tourism website to highlight Valley City. She said there are a few articles out there and she plans to continue to write them to compliment her marketing. Macy also explained that she has been sending out a lot of primary leads (AAA Living – people who specifically requested information from Valley City) and that she ordered post cards to send to secondary leads to encourage them to visit.

Marketing Coordinator Updates: The Travel Industry Conference was postponed due to weather and will now happen May 15-17 in Bismarck. Kara will be joining her.

Chamber Updates: The Chamber hosted their Chamber awards at the Reserve at Woodland last week. They started a new campaign called “We See You” that highlights individuals or organizations in the community that are working above and beyond to better Valley City. They have a Business After Hours with Thrivent April 18th. Maria briefed the board on Rally in the Valley ideas that they and the Reserve have in conjunction with the Bridge City Cruisers. The Reserve would like to host bands at their event center Friday and Saturday of Rally in the Valley.

NDWS Updates: NDWS representative not present.

Other: After finalization of the bylaws, discussion was had on absences. After discussion about Macy visiting the Grand Stay and having a verbal conversation about coming to the meetings but not attending meetings, George made a motion to renounce voting privileges from the Grand Stay to open up the position for an active member. Steph 2nd. Discussion was had that the Grand Stay is more than welcome to come to any and all meetings to discuss the industry, bring ideas, etc. without voting rights. Motion carried. George made the motion to give the Valley City Barnes County Development Corporation voting rights as they expressed interest in being an active member. Myron 2nd. Motion carried.

Jennifer Feist joined the meeting to further clarify on the \$1000 increase for docents. She explained that the position would be \$20 an hour, 38 days of the summer, and 7.5 hours a day totaling \$5,700. In addition, there would be additional funds (\$500-600) to cover social security, workers comp, payroll admin, etc. Economic Development would be handing payroll and will provide financial statements. Discussion was had on the additional funding going to operating expenses as Tourism already has a \$5,800 line item for operating expenses. It was also discussed that Tourism would like VCBCDC to invoice monthly for docent hours/pay.

Steph reported that the Econolodge was completely booked last weekend with the rodeos, dance competition, and 3 weddings.

Steph motioned to adjourn the meeting. Maria 2nd. Motion carried.

Next meeting- May 23rd, 2023 at 10:30 a.m.