

## Valley City Tourism Meeting – June 20, 2023

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**Present:** Amy Pederson, Mary Lee Nielson, Mark Potts, Maria Frerich, Myron VanBruggen, Trinity Nelson, Macy Schlaht

**Minutes-** Maria F. moved to approve minutes. Myron V. seconded. Motion carried.

**Financial Statement/Bills-** Mary Lee N. made a motion to approve financials, Maria F. seconded. Motion carried.

**Grant Requests:** Macy reported that the Soap Box Derby team had been paid \$400- the budgeted amount. The picnic bill was over \$600.

**Advertising Opportunities/Marketing Coordinator Update:** Macy visited Loves and saw all the activity. She will work to get brochures up there and at PetroServe. Trinity mentioned trying to get signage outside. Macy is working to build up the photo library. She had been focusing on Rally and will now emphasize Sheyenne RiverFest, byway etc. She would like to do more with the bridge tour online and may work with High School media on that project. We also discussed vocal recordings in the visitor center to appeal to more people.

**Chamber Updates:** Maria reported on a very successful Rally in the Valley. Largest crowds, a good number of vendors who were pleased with the turnout, largest car show. It was the first year the ducks (1600) sold out. ARC set the standard for other organizations. Some ducks were lost during the race. People liked the new band set up for the Street Dance. The Chamber will be having an open house on the first Summer Nights concert. Crazy Daze will be July 26 and will run from 9-6. There are 20 vendors signed up.

**NDWS Updates:** Brandee reported that June is a quiet month. They are doing maintenance work. They have Achievement Days scheduled in August with the High School Rodeo in September.

### **Other:**

**Bridge City Cruisers:** Myron said 196 cars registered and there were 6-8 cars unregistered meeting their goal of 200 cars. The livestream went with KOVC went great. He thanked the Chamber for all their help and complimented them on great teamwork. They are working on RiverFest cruise- it will be on the River Road (Scenic Byway) past Wesley Acres and over to Hannaford for a meal at the Mercantile. They want to emphasize the cruising aspect and encouraged those with “regular” cars to participate. For Summer Nights on Central they are looking at a Next Generation car show to bring in the next generation of car enthusiasts. He will work with the Summer Nights committee for the best date to do this.

**VCPR:** July has events throughout the month with one big event each week. There will be a Sand Volleyball tourney, a Block Party at City Park, free golf for kids and more. Amy reported that there are 23 vendors signed up for RiverFest. Macy said there are 25 people registered at this time.

**VCSU:** Mark reported that the volleyball team comes in first in August. Aug 18-20 are the dates to move into the dorms. August 24 is the Ag Bowl against Jamestown. September 8-9 they will be hosting a volleyball tourney that includes teams from Canada.

### **Brainstorming:**

Maria F. moved to adjourn the meeting, Mark P. seconded.

**Next meeting-** July 18<sup>th</sup> , 2023 at 10:30 am at the Rosebud Visitor Center