**Valley City Tourism Meeting – June 14, 2022**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Present:** Amy Pederson, Scott Tichy, Mark, Potts, Kay Vinje, Macy Schlaht, Tanya Couture

**Minutes-** Mark moved to approve last two meeting minutes. Scott seconded. Motion carried.

**Financial Statement/Bills-**

* Scott moved to approve financial statement for May. Mark seconded. Motion carried.
* Specialty shop billboard bills were discussed. Scott moved to pay the entirety of the bill. Discussion was had about the change of ownership of the billboard from the specialty group to the CVB. Scott amended his motion to include pursuing the billboard for CVB if CVB can get a deal with Newman for the two billboards. Mark seconded the amended motion. Motion carried.
* Macy presented the 2023 budget draft and noted changes from 2022: increasing the budget from $85,000 to $90,000, combining all print and digital media into one line item (Media), visitor center docent, software, and meetings, mileage, dues, and misc. Discussion was had about adjusting the billboard line item to accommodate the potential new billboard west of Valley City. Kay motioned to approve the changes to the budget. Scott seconded. Motion carried.

**Grant Requests:**

* Valley City Saints Amateur Baseball Tournament requesting $500 to help with costs of running the tournament. Discussion was had about the event being new with potential to draw in more than 150+ visitors from Cando, Aberdeen, Velva, Fargo, and more as well as the need for hotel rooms and benefits for local spectators. Scott motioned for a $300 grant. Tanya seconded. Motioned carried.

**Advertising Opportunities:**

* Macy presented an opportunity with Midwest Travel Magazine with different options for an advertisement. The ad would reach 6 states in the Midwest. Scott motioned for a ½ page advertisement for $625. Tanya seconded. Motion carried.

**Marketing Coordinator Updates:**

* Macy discussed the occupancy tax being higher than it has for Q1 in the past nine years. She also mentioned that Econolodge had seen 7 states in one weekend. Scott saw a lot of different states at Lake Ashtabula over the summer so far.
* Macy gave updates on the community calendar. There will be a meeting held on June 17 for large entities in Valley City. The site is live and should be launched within the next month.

**Chamber Updates:**

* Rally in the Valley is in full swing. Lots of food vendors, street dance, and reunions. Friday night is the Bridge City Cruiser’s BBQ. The Hill Climb was moved from June 19 and is now in August.
* Kay mentioned community calendar was reported at the Chamber Board meeting and got a great response.

**NDWS Updates:**

* No updates – Not present

**Brainstorming:** Having water misters at Rally in the Valley to help with the heat.

**Other:** Amy suggested moving the meeting dates to the third Tuesday of every month to give Ashley time to get the financials ready for the meetings. All agreed to change the meeting date.

**Please note the next meeting time:**

**Next meeting- July 19, 2022 at 10:30 am**