

1. 4:15 P.M. Tourism Commission Meeting

Documents:

[2019-05-13 TOURISM COMMISSION PACKET.PDF](#)



## TOURISM COMMISSION MEETING

May 13, 2019

4:15 – 5:30 p.m.

City Hall

1. Call to Order & Roll Call
2. Routine Business –
  - Consent Agenda
    - Minutes of the previous meeting
    - Financial report
    - Lodging Tax Collections
3. Requests to be heard (3 min each)
4. Review Proposal from February meeting to move to quarterly meetings with one planning session and set dates.
5. Billboard Update
6. Star Tribune Digital Work Options
7. Directors Report = Nort
8. Next Meeting Time Reminder
  - A. Next Meeting June 10, 4:15pm at City Hall
9. Adjourn

*Please contact the Administration Department at 507-333-0353  
If you need special accommodations related to a disability to attend this meeting.*

**City of Faribault  
Tourism Commission Minutes  
Monday, February 11, 2019 at 4:15 p.m.  
Faribault City Hall – Public Meeting Room**

---

## **1. Call to Order & Roll Call**

Chair Schluter was absent. At the February 13, 2018 meeting, no Commission member was interested in serving as the Vice-Chair, as such, the position was not filled and remains unfilled. Commissioner Sheesley called the meeting to order at 4:21 p.m. in the Public Meeting Room of the Faribault City Hall.

Commissioners present: Steve Bortz, Susan Garwood, John Sheesley and Jonathan Wood.

Commissioners absent: Heidi Nelson and Tami Schluter.

Also present: Director of Community Marketing Nort Johnson, City Administrator Tim Murray, Administrative Assistant Gina Carlson, and Faribault Area Chamber of Commerce staff member Kelly Nygaard.

City Council Representative Jon Wood introduced himself to those in attendance and was welcomed by the Commission.

Erin Sellner-Honken's seat on the Commission had not yet been filled, prompting a question on the make-up of the Commission. City Administrator Tim Murray stated that 1 member must be a lodging representative, 1 member must be a Chamber of Commerce representative, 1 member must be a City Council representative, and the remaining 4 members are appointed.

## **2. Routine Business**

### **A. Minutes – January 14, 2018**

Draft minutes were presented for review and a final copy will be included in next month's packet.

### **B. Financial Reports**

Director Johnson presented the Financial Report, noting the following:

- The carry-over \$ amount is the same from 2018 to 2019.
- The budget is \$5,912.49 over budget.
- Gross revenues exceeded \$11,000.
- The postage line item will be adjusted.
- Net ordinary income will be in the range of \$37,000 due to the Co-op income and the brochure campaign ending due to poor performance.
- The final report will be available next month.

### **C. Lodging Tax Collections**

Director Johnson stated lodging tax revenues had not been received for December 2018. Commissioner Bortz stated revenues were down at his lodging facility for December. Johnson stated lodging tax revenues were down 2 – 2½% over the previous year.

Commissioner Sheesley stated there are two new air bnbs located downtown and asked if lodging tax revenues are being collected from them. Commissioner Viscomi stated one is a long-term rental and the other one has been previously discussed. City Administrator Murray stated the City Attorney advised that the ordinance would have to be revised and the City Council is not interested in doing that. Sheesley asked if new lodging entities are notified of the ordinance and Murray stated the City of Faribault sends forms to the entity when the City is notified.

Motion by Commissioner Bortz, second by Commissioner Sheesley, to approve all items under routine business as submitted. Motion carried.

### **3. Requests to Be Heard**

Commissioner Garwood reported the “Athens to the West” program was a great success. The program was held at the Rice County Historical Society and with 72 people in attendance, it was standing room only. Although the program was not recorded, Faribault Area Chamber of Commerce staff member Kelly Nygaard stated brochures about the program will be made available.

City Administrator Tim Murray addressed former Commissioner Janna Viscomi’s suggestion to move the Tourism Commission meetings to a quarterly schedule. Murray stated the City Council was comfortable with the change and referred it back to the Tourism Commission. The ordinance will have to be revised as the Commission currently meets monthly. Commissioner Sheesley requested the reports continue to be emailed to the Commission monthly and Director Johnson stated they could. Commissioner Garwood stated the exchange of ideas among Commissioners through email would occur less often than the exchange of ideas at a meeting. It was also suggested the report be sent out every other month and include a data report. In addition, an annual planning session would need to be held. Comments included:

- Commissioner Garwood questioned the reduction in the number of meetings and Viscomi stated it seemed as if the same information was being reviewed monthly.
- Commissioner Sheesley noted the reporting is good, but with a small budget questioned whether meeting monthly was necessary.
- Commissioner Garwood stated opportunities that were not in the budget were presented at meetings and voted on. Garwood wants to ensure that Director Johnson has the support of the Commission year round and suggested meeting six times per year.
- Commissioner Sheesley stated he is comfortable meeting quarterly January through August and would like to have a couple of meetings in the fall.
- Janna Viscomi suggested holding a brainstorming session.
- Commissioner Bortz stated that quarterly meetings would be held in January, April and July.
- Commissioner Garwood would like to build some flexibility into the meeting schedule.
- Director Johnson suggested meeting quarterly, meeting for a planning session, and meeting again as needed.
- Commissioner Sheesley asked City Administrator Tim Murray about the meeting requirements for the Tourism Commission. Murray stated the Commission must meet monthly and may cancel 4 meetings annually, but not two consecutively.
- Director Johnson proposed meeting seven times per year; six meetings would be regular meetings and the seventh one a retreat/planning session.
- Commissioner Bortz suggested wording the revision to state a minimum of six meetings be held.
- The Commission agreed upon the following draft verbiage “The Tourism Commission shall set their meeting schedule at the January meeting to include a minimum of six meetings, which includes one planning session.”
- City Administrator Murray will draft the language and route it to the Commission for review. The Commission will vote on the final version.

#### **4. Visit Faribault Magazine Review**

Director Johnson presented the Visit Faribault Magazine Review. Johnson stated there are three more cover options to come. A copy of the magazine was given to each Commission member who will review it and forward their comments and markups to Director Johnson.

#### **5. Billboard Update**

Director Johnson presented the Billboard Update. Johnson stated the next billboard will focus on “Shaping American Stories” and he presented a mock-up of the proposed billboard. The billboard will feature South Central College, Shattuck St. Mary’s, and the Faribault Woolen Mills. The billboard is owned by Fairway Outdoor Advertising. The next three advertisements will be placed on billboards owned by Lamar Advertising to ensure we get the spacing we desire.

#### **6. Advanced Digital Work Options**

Director Johnson presented an update on the Advanced Digital Work Options. He presented an overview of the target area, the geographical mark up and a website snapshot of locations from where the audience is grabbing ads. Johnson noted the following:

- Advertisement purchases can be targeted to areas and channels that are strongest and where the audience is grabbing ads.
- 2.3% of the total population is the target demographic.
- The target population is 7,384 out of 323,186 in the corridor based on 9 months of data.
- The target age and gender are 25-60 year old females.
- The cost is \$6,600 and is included in the budget.
- The location of the visitor’s clicks on ads can be tracked down to within a block or to a specific stand within the airport.

Commissioner Sheesley asked how often the data is updated and Johnson stated daily. Sheesley asked if the Commissioners will have access to the data and Johnson stated the data could be added to the dashboard, giving the Commissioners access.

- If KeyMedia Solutions is utilized in 2019, it will be for website cleanup.

Commissioner Bortz asked about creating a unique URL for each billboard. Johnson stated it is not recommended for billboards and he prefers the look of a cleaner billboard. Bortz stated he does not want to rule out the idea of a URL completely, noting that creative URLs could be used.

Commissioner Wood asked about the ability to follow up on the clicks. Johnson stated the tracking pixels allow us to follow through on when visitors first access our ad and when they click-through. Johnson stated this program cannot be taken to trade shows, but AdTaxi (digital marketing) could be.

Commissioner Sheesley asked if Johnson had obtained other bids. Johnson stated although AdTaxi is close, no other vendors compare. Sheesley asked if we were receiving a discount from Fairway and Johnson stated we are.

Commissioner Bortz stated he would like to know the visitor’s residential zip code so direct marketing could be used to bring them to Faribault.

Director Johnson stated he would not ask for AdTaxi approval at this time.

Motion by Commissioner Bortz, second by Commissioner Garwood, to approve \$6,600 for the Fairway Marketing, with funding to come from the SEM/Content Budget.

Commissioner Sheesley stated he would prefer to wait until March to take a vote to give Commissioners time to review the proposal. Commissioners Bortz and Garwood withdrew their motions and no action was taken.

Commissioner Garwood stated she noticed the budget line item for SEM/Content was reduced and asked where the funding will come from. Director Johnson stated the funds will come from the projected surplus.

## **7. Director's Report**

Director Johnson provided the Directors Report, noting the following:

- The State Tourism Conference was held last week and was well-attended.
- Magazines will be coming in.
- Mankato is willing to create a regional grant and the Sakatah brand will be built. This venture will include Minnesota State University – Mankato, MN DNR, a representative from the Sakatah State Park, and small towns located along the trail. Johnson stated the Tourism Commission is maxed out on the number of grants it can apply for, but two of the communities located along the trail can apply. Johnson indicated the some funding may have to be directed toward the venture.

## **8. Next Meeting**

The next meeting will be held March 11, at 4:15 p.m., in the Public Meeting Room at Faribault City Hall.

## **9. Adjourn**

Motion by Commissioner Garwood, seconded by Commissioner Sheesley, to adjourn the meeting at 4:46 p.m. Motion carried.

**Respectfully submitted,**

*Gina Carlson*

---

**Gina Carlson, Administration  
Administrative Assistant II**

**City of Faribault**  
**Tourism Commission Notes – No Quorum**  
**Monday, April 8, 2019 at 4:15 p.m.**  
**Faribault City Hall – Public Meeting Room**

---

**1. Call to Order & Roll Call**

Due to lack of a quorum, an official meeting was not held.

Commissioners present: Steve Bortz, Heidi Nelson, and Jonathan Wood.

Commissioners absent: Susan Garwood, Miki Orr, Tami Schluter, and John Sheesley.

Also present: Faribault Area Chamber of Commerce staff member Kelly Nygaard.

**2. Routine Business**

A. Minutes – February 11, 2019

The minutes were reviewed. Due to lack of a quorum, no action was taken on the February 11, 2019 minutes.

B. Financial Reports

The Financial Report was presented for review. Commissioner Bortz stated he would like to see year-over-year data provided for the lodging tax collections.

C. Lodging Tax Collections

Lodging tax data showed the lowest January figure for the past five years for lodging tax collection. Based on the numbers at his lodging facility, Commissioner Bortz believes that February and March lodging tax collections will be up.

Due to lack of a quorum, no action was taken on the items under routine business.

**3. Requests to Be Heard - NONE**

**4. Review Proposed Meeting Schedule Change**

The proposed meeting schedule change was reviewed and discussed. Due to lack of a quorum, no action was taken on the proposed meeting schedule change.

**5. Visit Faribault Magazine**

Copies of the Visit Faribault Magazine were distributed for review. Positive comments were received about the magazine cover. Support was shown for the addition of a biking page and addition of venue spaces. Overall, those in attendance were pleased with the finished product. Due to lack of a quorum, no action was taken on the Visit Faribault Magazine.

## **6. Billboard Update**

Billboards continue to garner attention and bring value to the partners. Due to lack of a quorum, no action was taken on the billboard update.

## **7. Advanced Digital Work Options**

StarTrib/Ad Taxi meeting will take place Wednesday, April 10. The purpose of the meeting is to secure the contract. The package is valued at \$25,000; however, a substantially lower priced has been negotiated. This contract will also include hyper-targeting and geo-fencing training for Faribault Area Chamber of Commerce staff member Kelly Nygaard. Due to lack of a quorum, no action was taken on the Advanced Digital Work Options.

## **8. Director's Report**

A Director's Report was not presented.

## **9. Next Meeting**

The next meeting will be held May 13, at 4:15 p.m., in the Public Meeting Room at Faribault City Hall.

## **9. Adjourn**

The meeting concluded at 5:30 p.m.

**Respectfully submitted,**

*Gina Carlson*

---

**Gina Carlson, Administration  
Administrative Assistant II**

\*NOTE: Meeting notes were taken by Faribault Area Chamber of Commerce staff member Kelly Nygaard and prepared by Administrative Assistant II Gina Carlson.