

New Ulm Area Chamber of Commerce  
**Convention and Visitors Bureau Minutes**  
Wednesday, January 16 - 1:30 p.m. - Chamber Board Room

- I. Call to Order and Introductions: Chair Tom Furth called the meeting to order at 1:30.
- II. Approval of Agenda - MSP to approve
- III. Approval of Minutes from December – MSP to approve
- IV. Approval of Financials, Lodging Tax & Check Register for December - MSP to approve.
- V. Sub-committee Reports
  - A. Marketing – Ruth and Erin talked about upcoming billboards. Two themes Feb/Mar and Nov/Dec It was noted that billboards should be coordinated with other entities so we can get a whole year.
  - B. Infrastructure – no report.
  - C. Financial – Should meet in the first week of February to look at budget etc.
  - D. Banner Committee (Tom, Erin) – Should be meeting in the next few weeks.
  - E. 2020 Baseball Tournament Committee – Tom – As the lodging for this tournament will be last minute, Tom is going to ask the Committee to come to the next meeting to see how the CVB could be supportive.
- VI. Old Business
  - A. Social Media / Marketing update – Audra brought Sarah’s report to the group.
  - B. Bus tour conversation – BCHS is not interested; committee will meet again to discuss options
- VII. New Business
  - A. Communication of CVB activity – Audra presented the Stillwater examples of communication of CVB activity. The committee supports this effort to create a webpage where the information will be posted after meetings.
  - B. Committee Vacancies Caitlyn Sanow as Lodging over 50 rep. MSP
  - C. At February meeting, 2019 Chair and Vice Chair will be discussed.
- VIII. Representative and Liaison Reports
  - A. Chamber Board Report – Erin – meet tomorrow; Annual Meeting on January 24. Tom will be presenting for CVB
  - B. Retail Services Specialist - Cara Knauf (included in packet),
  - C. NUBRA Update – Ruth Wellmann – Home Show is being organized, and spring advertising
  - D.
- IX. Information and Proposals
  - A. From the Chair – encouraged committee members be accessible to members; letter written to Chamber chair with answers to lodging questions
  - B. From the Committee –
  - C. From the Staff – Audra asked for feedback on the Bockfest Bus.
- X. Adjournment MSP Next meeting is February 20, 1:30 pm, Chamber Board Room.

Submitted by Audra Shaneman

New Ulm Area Chamber of Commerce  
Convention and Visitors Bureau  
AGENDA

Wednesday, February 20, 2019 - 1:30 p.m. - Chamber Board Room  
Please contact us if you are unable to attend the meeting

**Mission Statement**

The mission of the New Ulm Convention and Visitors Bureau is to maximize travel and tourism into and throughout New Ulm, with an emphasis on overnight stays.

**Role of the Board**

An administrative board, cooperating with individuals and groups, to develop and implement our Mission Statement.

- I. Call to Order and Introductions
- II. Approval of Agenda
- III. Jodi Marti from Bockfest (10-15 minutes)
- III. Approval of Minutes from January
- IV. Approval of Financials, Lodging Tax & Check Register for January
- V. Sub-committee Reports
  - A. Marketing --
  - B. Infrastructure -- no report
  - C. Financial -- met 2/14
  - D. Banner Committee -- Tom, Erin
  - E. 2020 Baseball Tournament Committee -- Tom
- VI. Old Business
  - A. 2019 Committee Leadership
  - B. Social Media / Marketing update
  - C. Bus Tours Update
- VII. New Business
  - Communication of CVB activity / Webpage
  - Upcoming tourism related event updates (BWP, Sports Tournaments, etc)
- VIII. Representative and Liaison Reports
  - A. Chamber Board Report -- Erin
  - B. Retail Services Specialist Report - attached
  - C. NUBRA Update -- Ruth
- IX. Information and Proposals
  - i. From the Chair --
  - ii. From the Board --
  - iii. From the Staff -
- X. Adjournment

2019 Meeting Schedule:

February 20	March 20	April 17
May 15	June 19	July 17

Meetings are at 1:30 p.m. in the Chamber Board Room.

Financial -- Erin, Tom, Chad  
Marketing -- Michelle, Ruth, Erin,  
Infrastructure -- Polly, Bob