

New Ulm Area Chamber of Commerce  
Convention and Visitors Bureau  
AGENDA

Wednesday, April 17 - 1:30 p.m. – LOCATION: BEST WESTERN PLUS  
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 - Chair, Michelle Gartner
- II. Approval of Agenda
- III. Approval of Ash from the Colonial Inn as a Lodging under 50 representative. The term would be completing the rest of the open term going until December 31, 2019.
- IV. Approval of Minutes from March
- V. Approval of Financials, Lodging Tax & Check Register for March
- VI. Sub-committee Reports
  - A. Marketing –
  - B. Infrastructure –
  - C. Financial –
  - D. Banner Committee – Tom, Erin (City Council Presentation)
  - E. 2020 Baseball Tournament Committee – Tom
- VII. Old Business
  - A. Social Media / Marketing update
  - B. Bus Tour group
  - C. Meeting with Lodging Entities
  - D. Greeter Update
  - E. Tourism Mixer update
  - F. National Tourism Activity Update
- VIII. New Business
  - A. AMAP request - Quiltistry
- IX. Representative and Liaison Reports
  - A. Chamber Board Report – Erin
  - B. NUBRA Update – Ruth
- X. Information and Proposals
  - i. From the Chair –
  - ii. From the Board –
  - iii. From the Staff –
- XI. Adjournment

2019 Meeting Schedule:

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

New Ulm Area Chamber of Commerce  
Convention and Visitors Bureau  
MINUTES

Wednesday, March 20 - 1:30 p.m. - Chamber Board Room

- I. Call to Order and Introductions - Chair, Michelle Gartner
  - a. Welcomed Ash G from Colonial Inn as an observer to the meeting and Jodi Marti, Schell's Brewery
- II. Approval of Agenda - MSP
- III. Jodi Marti from Bockfest attended the meeting and talked about the evolution of Bock Fest and the impact it has on their business and the community. She highlighted the need for and dependence on volunteers (300!) to make it a sustainable event for them. She talked about the changes the event has gone through (serving beer and how to get people to pick up the cups, where the music is, how they serve food, etc. and the changes in those attending, like age, habits, etc.
- III. Approval of Minutes from March - MSP
- IV. Approval of Financials, Lodging Tax & Check Register for March - MSP
- V. Sub-committee Reports
  - A. Marketing –
  - B. Infrastructure –
  - C. Financial – presented the allocated expenses breakout of the budget proposal. This was talked through and would require a P&P change. The committee felt that a meeting with lodging entities before moving to that next step was in order. Erin and Audra will coordinate and set that up ideally before the next CVB meeting.
  - D. Banner Committee – Tom, Erin
  - E. 2020 Baseball Tournament Committee – Tom
- VI. Old Business
  - A. Social Media / Marketing update
  - B. Bus Tour group hopes to meet after CVB meeting and will report at the April meeting.
- VII. New Business
  - National Tourism Week –
  - Upcoming tourism related events...

MSP - Group decided to put together a tourism mixer on April 29. Committee members include: Erin, Michelle, Chad and Ash. Sarah will assist with marketing pieces. Can Tourism Person of the Year be announced at the Tourism Mixer?
- 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 – Erin talked about the work of the board and a personnel committee.
  - iii. From the Staff – Audra had included in the packets the end of year financials for city council and the letter that went to lodging introducing the CVB page on the website.
- X. Adjournment MSP

Notes by Audra Shaneman