

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau
AGENDA

Wednesday, March 20 - 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 - Chair, Michelle Gartner
- II. Approval of Agenda
- III. Jodi Marti from Bockfest (10-15 minutes)
- III. Approval of Minutes from February
- IV. Approval of Financials, Lodging Tax & Check Register for February
- V. Sub-committee Reports
 - A. Marketing –
 - B. Infrastructure –
 - C. Financial –
 - 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?
- VII. New Business
National Tourism Week – (See Attached)
Upcoming tourism related events...
- 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 – City Council End of Year packet (see attached), Letter to lodging entities
- 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

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau Minutes

Monday, February 25, 10:00 AM (postponed from original date due to weather). - Chamber Board Room

- I. Call to Order and Introductions: Chair Tom Furth called the meeting to order at 10:04 AM. Introductions took place as this was Dave Christian's first CVB meeting.
- II. Approval of Agenda - MSP to approve
- III. Approval of Minutes from January - MSP to approve
- IV. Approval of Financials, Lodging Tax & Check Register for January - MSP to approve.
- V. Sub-committee Reports
 - A. Marketing - haven't met
 - B. Infrastructure - no report.
 - C. Financial - met 2-14; Tom reviewed the spreadsheet showing allocated expenses versus operation fee and marketing support. Will need to review policies and amend to remove the lodging tax percentage.
 - D. Banner Committee (Tom, Erin) - meeting on Wednesday, will ask city for financial support for the additional brackets and banner poles.
 - E. 2020 Baseball Tournament Committee - Tom - haven't met; CVB can't do ads or billboards for the event but could do a hospitality tent, sponsor the Narren and Concorde.
- VI. Old Business
 - A. 2019 CVB leadership - MSP to accept Michelle Gartner as chair and Chad Cooreman as vice chair
 - B. Social Media / Marketing update - Sarah emailed the reports; Bock Fest will happen with a number of businesses sponsoring it, 2 vans Friday evening, 2 buses during the day Saturday and the vans back for the late evening.
 - C. Bus tour conversation - meeting later
- VII. New Business
 - A. Communication of CVB activity - a webpage has been added to newum.com with agendas and minutes, link will be shared with lodgers, shows transparency
 - B. Upcoming tourism related event updates - Fasching; music at BW+ Friday inside and the tent Saturday; jailers conference Tuesday and Wednesday
- VIII. Representative and Liaison Reports
 - A. Chamber Board Report - Erin - met last week, talked about transparency, communication, plan to visit members; new mission and vision statement approved; WNE on February 21 and 22 was well attended; Business of the Year banquet on March 12, tickets are \$25
 - B. Retail Services Specialist - (included in packet), liquor license workshop on March 21
 - C. NUBRA Update - Ruth Wellmann - Home Show is March 22-24, booth space still available
- IX. Information and Proposals
 - A. From the Chair - Tom thanked the committee for their support during his term as chair
 - B. From the Committee - Erin announced that the Best Western has been sold, contract pending, things will stay the same, TPI sold 2 other properties. Deutsche Strasse is for sale.
 - C. From the Staff - Hot Topics March 7, Business of the Year March 12.
- X. Adjournment MSP at 10:57 AM. Next meeting is March 20, 1:30 pm, Chamber Board Room.

Submitted by Jenny Eckstein