

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau
AGENDA

Wednesday, August 21 - 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 August Agenda
- III. Approval of Minutes from July
- IV. Approval of Financials, Lodging Tax & Check Register for July/August
- V. Sub-committee Reports
 - A. Marketing –
 - B. Infrastructure – Job Descriptions vote
 - C. Financial –
 - D. Banner Committee – Tom, Erin
 - E. 2020 Baseball Tournament Committee – Tom
- VI. Old Business
 - A. Social Media / Marketing update
 - B. Banner update
 - C. Other
- VII. New Business
 - A. Oktoberfest volunteers – Signup Genius
 - B. Other
- VIII. Representative and Liaison Reports
 - A. Chamber Board Report – Erin
 - B. NUBRA Update – Ruth
- IX. Information and Proposals
 - i. From the Chair –
 - ii. From the Board –
 - iii. From the Staff –
- X. Adjournment

2019 Meeting Schedule:
September 18

October 16

November 20

December 18

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

Financial – Erin, Tom, Chad
Marketing – Michelle, Ruth, Erin, Ash
Infrastructure – Polly, Dave, Tom, Michelle G, Ash

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau
MINUTES
Wednesday, July 24 - 1:30 p.m. – Chamber Board Room

- I. Call to Order and Introductions - Chair, Michelle Gartner, called the July meeting to order at 1:30 PM
Anna Peichel, summer intern, also in attendance
- II. Approval of Agenda - MSP
- III. Approval of Minutes from May - MSP.
- IV. Approval of Financials, Lodging Tax & Check Register for June/July – MSP. Lodging tax is catching up. \$20,000 paid toward banners – out of Banner Savings account.
- V. Sub-committee Reports
 - A. Marketing – meeting after this meeting
 - B. Infrastructure –worked on committee member job descriptions. Draft handed out. Jenny will email to committee; vote will take place at August meeting.
 - C. Financial – will start budget process in September
 - D. Banner Committee – ½ came but were missing the gromets so were returned.
 - E. 2020 Baseball Tournament Committee – emailed a request for funding for a camera crew to do a videos of games. Jenny will forward Bob’s email. Asking for \$4500. Will discuss and vote on at August meeting. Videos would impact future returns, good PR for New Ulm. Could share cost with NUBRA and NUBA
- VI. Old Business
 - A. Social Media / Marketing update: reports emailed; Fox 9 News was here; Mollie B was on radio with Dave Ryan during the Blast; created the parade program including a list of upcoming events; 2 bus groups here; tourism email sent 7-11; SMTA is doing bus wraps in Omaha, may add metro; Scenic By Way is next week; Anna is done on Friday; influence here on Friday for Social Media Breakfast and will stay for Crazy Days covering dining and shopping; meeting with Greg at the Journal to start on 2020 Guide, Erin and Michelle interested in helping
 - B. Banner update – working on holiday banners, design selected and shared with CVB
- VII. New Business
 - A. AMAP request for Oktoberfest (\$1007.63) and Holiday Shopping (\$1157.50). MSF. After further discussion, it was decided it would be ok to use reserves, so MSP to fund both as requested.
 - B. Bavarian Blast update – Tom – Thursday was good, Friday was extremely hot so attendance was down a little, Saturday made up for it, Sunday was good. 3- and 4-day passes were a good idea. Thanked staff for the work put in to the event.
 - C. Other - none
- VIII. Representative and Liaison Reports
 - A. Chamber Board Report – Erin – CEO position reposted. Board approved covering the remaining balance of the banners, up to \$10,000.
 - B. NUBRA Update – Wedding Show is Sept. 29, will be seeking volunteers; Crazy Days is this weekend with lots of activities, check out the flyer; starting on holiday advertising plan; holiday banners
- IX. Information and Proposals
 - i. From the Chair – Michelle will not be at August meeting

- ii. From the Committee – Erin will not be at the August meeting; add Ash to the Marketing and Infrastructure subcommittees
- iii. From the Staff – Oktoberfest save the date postcards are available

X. Adjournment MSP at 2:12 PM. Next meeting on August 21.

Submitted by Jenny Eckstein