

**Convention and Visitors Bureau
2019 Attendance**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Term Expires – December 31, 2022												
City of New Ulm – Dave Christian	A	X	X	X	X	X						
Term Expires - December 31, 2019												
Lodging Under 50 – Ash Goyal	O	O	O	O	X	X						
Restaurant – Michelle Seifert	A	X	A	X	X	A						
Chamber Board – Erin Lafferty	X	X	X	X	X	X						
Term Expires - December 31, 2020												
Lodging Over 50 – Caitlyn Sanow	O	E	X	X	X	X						
Tourism/Festivals - Tom Furth	X	X	A	X	A	A						
Sports - Polly Glaser	X	E	X	A	X	A						
Term Expires December 31, 2021												
NUBRA – Ruth Wellmann	X	E	X	X	X	X						
Tourism/Festivals – Michelle Gartner	A	X	X	X	X	X						
Lodging Over 50 - Chad Cooreman	X	X	X	X	A	A						
<i>Chair – Michelle Gartner</i> <i>Vice Chair – Chad Cooreman</i>												

Section 7. - *“Absence from three regular meetings shall be construed as a resignation unless the Committee member requests, and the Committee grants, a waiver of this provision for good cause.”*

X = Present A = Absent O = Position is unfilled at this time. *= No meeting *X=Meeting date changed

Sub-Committees

Financial:
Marketing:
Infrastructure:

Leaders

Erin, Tom, Chad
Michelle, Ruth, Erin,
Polly, Dave, Tom, Michelle G
(The Chair does not serve on a specific Sub-Committee *but* can sit in on any or all.)

New Ulm Area Chamber of Commerce

Convention and Visitors Bureau

MINUTES

Wednesday, June 19 - 1:30 p.m. – Chamber Board Room

- I. Call to Order and Introductions - Chair, Michelle Gartner, called the June meeting to order at 1:33 PM
There wasn't a quorum until 1:40 PM. Anna Peiche and Bridget Grathwohl. Summer interns, were in attendance
- II. Approval of Agenda - MSP
- III. Approval of Minutes from May - MSP.
- IV. Approval of Financials, Lodging Tax & Check Register for May/June – MSP. Lodging tax picked up a little. It was noted that there were 2 checks cut to Kyle Krenz. Jenny will void one as it was a duplicate – hadn't been mailed yet.
- V. Sub-committee Reports
 - A. Marketing – haven't met
 - B. Infrastructure – haven't met, will work on committee member job descriptions. Jenny will set a meeting date.
 - C. Financial – haven't met
 - D. Banner Committee – ratified and noted the results of the June 3 email vote. 7 Yes and 2 no to move forward with financial support from the Chamber. Next the committee will look into the holiday banners.
 - E. 2020 Baseball Tournament Committee – no update.
- VI. Old Business
 - A. Social Media / Marketing update: reports emailed; Only MN letters will be at Hermann October 1-21/3 weeks over Oktoberfest and MEA; Fox 9 is doing July 3 coverage, historic photo re-creation; SMTA sending targeted emails; door counters installed; Air BnB lodging tax questions resolved; travel blogger at Medora; Narren attended Deutsche Tage on June 8-9; Sarah was on KEYC discussing staycation options; WCCO doing a program on 1 tank destinations interviewing Terry, George, Sarah and Bridget plus Jace at Schells; heard an update from the interns.
 - B. Policies & Procedures approval – Chamber board approved on May 16, City Council approved on June 4.
 - C. Job descriptions - Infrastructure
- VII. New Business
 - A. AMAP request for Crazy Days – MSP to approve \$493 requested.
 - B. Tourism/Festivals opening when Michelle leaves – moving in July but will continue working at MLC for the time being. Will address replacement when needed.
 - C. Other - none
- VIII. Representative and Liaison Reports
 - A. Chamber Board Report – Erin –
 - B. NUBRA Update – Ruth – working on campaign to the West and Karl the Construction Gnome; Wedding Show; Small Business Owners Group working on Crazy Days.
- IX. Information and Proposals
 - i. From the Chair – nothing
 - ii. From the Committee – would like to see an orientation held for new committee members,

reviewing bylaws and budget. Will do this at the July meeting to be held on the 24th (one week later). Folders or binders for the documents.

iii. From the Staff – nothing

X. Adjournment MSP at 2:09 PM. Next meeting on July 24.

Submitted by Jenny Eckstein

New Ulm Com		2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	#pd	Sep-Dec 2017	#pd	rec'd	2018	2017	collected	2018	2019	collect
Month	Coll/Rec														by City			Rec'd	City
Aug/Sept	10915	10,982	10,073	13,088	11,548	11,943	13,028	11,812	11,812	9	14,545				15,310				
Sept/Oct	7710	9,308	9,115	9,388	10,592	9,479	9,882	19,012	19,012	7	12,005				12,637				
Oct/Nov	10969	10,467	9,448	10,712	11,895	11,484	11,959	11,524	11,524	9	12,379				13,030				
Nov/Dec	5662	7,581	6,616	7,090	8,006	8,563	9,471	10,588	10,588	8	7,864				8,277				
Dec/Jan	6391	6,263	6,500	7,315	7,332	7,152	7,317	12,923	12,923				9	8,476		8,922	7,997	8,416	
Jan/Feb	6863	4,931	5,482	5,374	7,756	8,791	9,594	11,650	11,650				7	7,748		8,156	8,198	8,629	
Feb/Mar	8838	8,312	7,585	10,946	9,432	10,437	9,776	11,489	11,489				9	7,472		7,865	9,469	9,968	
Mar/Apr	6077	5,853	6,239	7,932	8,428	8,692	9,425	10,719	10,719				8	8,236		8,669	8,961	9,432	
Apr/May	6717	6,064	5,649	7,857	7,945	8,038	8,115	10,120	10,120				9	8,498		8,945	9,204	9,688	
May/June	7682	8,400	9,006	9,094	9,320	11,099	9,074	11,341	11,341				9	10,986		11,564	10,257	10,797	
June/July	10032	11,079	11,900	10,884	9,919	12,285	14,750	11,717	11,717				8	13,721		14,443			
July/Aug	11900	10,074	12,178	10,793	10,977	13,729	12,690	12,768	12,768				8	11,983		12,613			
Aug/Sept													6	13,442		14,150			
Sept/Oct													7	11,853		12,477			
Oct/Nov													7	12,644		13,309			
Nov/Dec	99755	99,314	99,791	110,473	113,150	121,691	125,082	145,662	145,662		46,792		122,812	49,255	129,275	54,086	56,930		
Budgeted	75,000	90,000	93,000	94,000	96,000	100,000	105,000	108,000	108,000		36,000		117,000					115,000	

New Ulm Convention & Visitors Bureau

Balance Sheet

As of June 30, 2019

	Jun 30, 19	Jun 30, 18
ASSETS		
Current Assets		
Checking/Savings		
1040 Cash in Checking - FBT	23,431.35	16,577.30
1050 Savings - FBT .15%	13,138.15	13,127.68
1060 Allian CD 1.10% 4-20 Cont	11,425.81	11,300.99
1061 SPFC CD 3.20% 6-20 Cont	16,750.36	16,434.40
1065 Allian CD 2.0% 4-21 Cont	5,141.95	5,097.32
1066 CD Citizens 2.27% 12-19	10,165.66	10,035.54
1070 Banner Savings FBT .1%	170.96	20,166.12
Total Checking/Savings	80,224.24	92,739.35
Other Current Assets		
1130 Acct Rec Lodging Tax	10,256.75	10,985.78
Total Other Current Assets	10,256.75	10,985.78
Total Current Assets	90,480.99	103,725.13
Fixed Assets		
1650 Depreciation	-786.00	-357.00
1580 Furniture, Fixtures, Equi	3,000.00	3,000.00
Total Fixed Assets	2,214.00	2,643.00
Other Assets		
1300 Brn Cty Ag Society	10.00	10.00
Total Other Assets	10.00	10.00
TOTAL ASSETS	92,704.99	106,378.13
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2030 Acct Pay Chamber Exp	4,450.07	4,781.20
2031 Acct Pay RSS 13-14, 14-15	10,000.00	10,000.00
Total Other Current Liabilities	14,450.07	14,781.20
Total Current Liabilities	14,450.07	14,781.20
Total Liabilities	14,450.07	14,781.20
Equity		
3640 Designated Fund Balance	37,778.90	37,778.90
3990 Retained Earnings	55,725.07	59,063.24
Net Income	-15,249.05	-5,245.21
Total Equity	78,254.92	91,596.93
TOTAL LIABILITIES & EQUITY	92,704.99	106,378.13

**New Ulm Convention & Visitors Bureau
Profit & Loss Budget Performance
June 2019**

	Jun 19	Budget	Jan - Jun 19	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
OPERATING REVENUES					
4020 Lodging Tax	10,256.75	9,300.00	54,085.80	55,800.00	115,000.00
4040 Interest Income	248.65	75.00	335.73	150.00	300.00
4285 Comp Adv	0.00	0.00	4,797.00	5,000.00	5,000.00
4280 Misc	0.00		55.00		
Total OPERATING REVENUES	<u>10,505.40</u>	<u>9,375.00</u>	<u>59,273.53</u>	<u>60,950.00</u>	<u>120,300.00</u>
Total Income	10,505.40	9,375.00	59,273.53	60,950.00	120,300.00
Expense					
OPERATING EXPENSES					
6020 Telephone	133.19	65.00	525.77	380.00	750.00
6030 Postage/Fed Ex	470.21	800.00	5,189.77	4,950.00	7,500.00
6035 Copies	12.85	25.00	101.32	155.00	300.00
6040 Dues/Memberships	0.00	335.00	405.00	695.00	1,500.00
6050 Supplies	5.00	0.00	5.00	50.00	200.00
6060 Operation fee	2,566.44	2,325.00	13,523.72	13,950.00	28,750.00
6070 Conferences	928.79	150.00	3,634.06	1,325.00	3,000.00
6080 Misc/Staff Develop	14.36	95.00	617.16	575.00	2,000.00
6085 Insurance	0.00	0.00	200.00	300.00	300.00
Total OPERATING EXPENSES	<u>4,130.84</u>	<u>3,795.00</u>	<u>24,201.80</u>	<u>22,380.00</u>	<u>44,300.00</u>
PROGRAM EXPENSES					
6210 Group Travel Shows	0.00	0.00	275.00	1,000.00	3,000.00
6220 Fam Tours	0.00	0.00	0.00	100.00	500.00
6235 New Ulm Float	0.00	0.00	10.00	250.00	500.00
6260 Banners	20,000.00	0.00	20,540.00	0.00	1,000.00
6540 Convention Gratuities/Bid	108.95	125.00	108.95	250.00	500.00
6570 Retail Services	0.00	0.00	0.00	0.00	5,000.00
Total PROGRAM EXPENSES	<u>20,108.95</u>	<u>125.00</u>	<u>20,933.95</u>	<u>1,600.00</u>	<u>10,500.00</u>
ADVERTISING EXPENSES					
6420 Comp Adv/AMAP	0.00	500.00	1,139.62	1,000.00	4,000.00
6430 Marketing Support	1,666.67	1,666.00	10,055.02	10,000.00	20,000.00
6440 Brochures/Maps/Stickers	0.00	0.00	1,345.64	1,750.00	2,000.00
6460 Media/Advertising/Billbrd	1,361.85	3,500.00	16,613.21	19,000.00	39,000.00
6600 Web-site MTN/SEO	0.00	0.00	233.34	250.00	500.00
Total ADVERTISING EXPENSES	<u>3,028.52</u>	<u>5,666.00</u>	<u>29,386.83</u>	<u>32,000.00</u>	<u>65,500.00</u>
Total Expense	<u>27,268.31</u>	<u>9,586.00</u>	<u>74,522.58</u>	<u>55,980.00</u>	<u>120,300.00</u>
Net Ordinary Income	<u>-16,762.91</u>	<u>-211.00</u>	<u>-15,249.05</u>	<u>4,970.00</u>	<u>0.00</u>
Net Income	<u>-16,762.91</u>	<u>-211.00</u>	<u>-15,249.05</u>	<u>4,970.00</u>	<u>0.00</u>

Application for the C.V.B.'s "A.M.A.P."

Event Information

Name of Event: 2019 Holiday Shopping & Events

Name and Contact of Applying Organization or Applicant: *(address, telephone, e-mail)*

New Ulm Business & Retail Association, Keith Buboltz

507-233-4300, chamber@newulm.com

Date and Location of Event: November 1 – December 25

Description of Event: Advertising events and general shopping during the holiday season with rack cards, radio, print, billboards and social media.

Amount of Money Being Requested of the CVB: \$1157.50

How Will Funds Be Used:

Billboards – Jordan, Marshall, St Cloud	\$2300
MN Monthly email (50% of \$500)	250
Facebook boosts & giveaway (50% of \$300)	150
KNUJ (20% of \$675)	135
Digity Radio (30% of \$500)	150
Radio Mankato (30% of \$1500)	450
St Peter Herald (30% of \$650)	<u>195</u>
	\$3630

50% of 1 st \$1000	\$ 500
25% of balance	<u>657.50</u>
	\$1157.50

Application for the C.V.B.'s "A.M.A.P."

Event Information

Name of Event: Oktoberfest 2019

Name and Contact of Applying Organization or Applicant: *(address, telephone, e-mail)*

New Ulm Chamber of Commerce 233-4300 chamber@newulm.com

Date and Location of Event: October 5 & 12, Downtown New Ulm

Description of Event: Annual festival celebrating heritage, music, food and beverages

Amount of Money Being Requested of the CVB: \$1007.63

How Will Funds Be Used:

KNUJ - \$200 ¼ - \$50

Social Media – \$340

MN Monthly - \$1995

AAA - \$280

Billboard - \$570 ¼ - \$142.50

Free Press - \$109 2/3 - \$73

Postcards - \$300 50% - \$150

Total **\$3030.50**

50% of 1000 \$ 500

25% of 2030.50 \$ 507.63

Request \$1007.63

New Ulm Convention & Visitors Bureau

7/15/2019 3:37 PM

Register: 1040 Cash in Checking - FBT

From 06/15/2019 through 07/15/2019

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
06/21/2019			1130 Acct Rec Lodgi...	Deposit		X	9,204.21	24,177.60
06/21/2019	6401	Sarah Warmka	Accounts Payable	meals, mileage	746.25	X		23,431.35
06/21/2019	6402	Printwear Graphics	Accounts Payable	061600	20,000.00	X		3,431.35
06/21/2019			1070 Banner Savings ...	Funds Transfer		X	20,000.00	23,431.35
07/10/2019			1130 Acct Rec Lodgi...	Deposit			10,256.75	33,688.10
07/15/2019	6403	Bryce Boelter	Accounts Payable	Deutsche Tage	250.00			33,438.10
07/15/2019	6404	Fairway Outdoor Ad...	Accounts Payable	0315109	250.00			33,188.10
07/15/2019	6405	Jan Steffl	Accounts Payable	2 months	40.00			33,148.10
07/15/2019	6406	Jean Fischer	Accounts Payable	June & July	40.00			33,108.10
07/15/2019	6407	New Ulm Chamber o...	Accounts Payable		4,450.07			28,658.03
07/15/2019	6408	River Bend Business ...	Accounts Payable	246805 shipping	64.08			28,593.95
07/15/2019	6409	Rosalee Daugherty	Accounts Payable	June & July (x2)	60.00			28,533.95
07/15/2019	6410	Star Tribune	Accounts Payable	Exhibitor Booth	1,800.00			26,733.95
07/15/2019	6411	The Narren	Accounts Payable	Deutsche Tage	350.00			26,383.95

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