

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau
AGENDA

Wednesday, June 19 - 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. Approval of Minutes from May
- IV. Approval of Financials, Lodging Tax & Check Register for May/June
- V. Sub-committee Reports
 - A. Marketing –
 - B. Infrastructure – needs to meet
 - C. Financial –
 - D. Banner Committee – Tom, Erin – ratify email vote conducted June 3
 - E. 2020 Baseball Tournament Committee – Tom
- VI. Old Business
 - A. Social Media / Marketing update
 - B. Policies & Procedures approval - Chamber Board & City Council approved
 - C. Job Descriptions -
- VII. New Business
 - A. NUBRA AMAP request
 - B. Tourism/Festivals opening when Michelle moves
 - C. 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:

July 17 August 21 September 18 October 16

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

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

New Ulm Area Chamber of Commerce
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MINUTES
Wednesday, May 15 - 1:30 p.m. – Chamber Board Room

- I. Call to Order and Introductions - Chair, Michelle Gartner, called the May meeting to order at 1:35 PM
Brian Shropshire, Chamber Vice Chair, was in attendance.
- II. Approval of Agenda - MSP
- III. Approval of Minutes from April and the notes from the Lodgers Meeting – MSP. Brian has had a follow-up meeting. Erin also had follow-up comments.
- IV. Approval of Financials, Lodging Tax & Check Register for April – MSP. Lodging tax will pick up and get close to budget in next 2 quarters.
- V. Sub-committee Reports
 - A. Marketing – haven't met
 - B. Infrastructure – haven't met, will work on committee member job descriptions. Jenny will share Chamber board member job description.
 - C. Financial – haven't met
 - D. Banner Committee – Erin – MSP to ratify the emailed the email vote regarding using additional CVB funds to cover the \$10,000 additional expense. Motioned had failed 8 no, 2 yes. Thoughts were to cut down on the number hung this year, to campaign to raise the additional funds with a letter from Michelle and the Banner Committee, then purchase remaining. Will need to pay photo rights to Kyle Krenz – his reduced fee is \$540. Committee will meet Friday or Monday om how to move the project forward.
 - E. 2020 Baseball Tournament Committee – no update.
- VI. Old Business
 - A. Social Media / Marketing update: reports emailed; sauerkraut and baby bison were the biggest hits, MNHS gave us a 1-year membership so will do a FB contest; promoting Byway on back of MN Bike map; SMTA plans underway for 2020 guide; 2 interns starting on May 20; Bav. Blast advertising underway
 - B. Meeting with lodging entities – covered above
 1. Policies & Procedures approval – MSP to approve, emailed out 10+ days in advance; Chamber Board will need to approve next
 - C. National Tourism Week Activities – app 70 people at Mixer, Michelle and Tom gave update; Greeters trained and started on May 6; KNUJ held a trivia contest using 17 prizes Chad solicited; received a than you card from Lois Stadick, Tourism Person of the Year
- VII. New Business
 - A. AMAP request from Bavarian Blast – MS to approve \$1919.93, amended to approve ½, passed = \$959.97
 - B. Job Descriptions – Infrastructure committee, look at what Chamber has in place. It is recommended to give new committee members a copy of the P & P along with the budget if they start mid-term.
- VIII. Representative and Liaison Reports
 - A. Chamber Board Report – Erin – taking apps for CEO position through Friday, hiring committee will meet next week; utilizing new vision, mission and value words
 - B. NUBRA Update – Ruth – working on campaign to the West and Karl the Construction Gnome;

Small Business Owners Group working on expanding and promoting Crazy Days with new activities.

- IX. Information and Proposals
 - i. From the Chair – nothing
 - ii. From the Board – nothing
 - iii. From the Staff – nothing

- X. Adjournment MSP at 2:20 PM. Next meeting on June 19.

Submitted by Jenny Eckstein