

New Ulm Area Chamber of Commerce
Convention and Visitors Bureau
AGENDA

Wednesday, May 15 - 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 April and notes from Lodgers Meeting
- IV. Approval of Financials, Lodging Tax & Check Register for April
- 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. Meeting with Lodging Entities - updates
 - i. Policies & Procedures approval
 - C. National Tourism Week Activity
- VII. New Business
 - A. Bavarian Blast AMAP request
 - B. Job descriptions – Chair, Vice Chair
- 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:

June 19

July 17

August 21

September 18

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
Convention and Visitors Bureau
MINUTES
Wednesday, April 17 - 1:30 p.m. – Best Western Plus

- I. Call to Order and Introductions - Chair, Michelle Gartner, called the April meeting to order at 1:32 PM
- II. Approval of Agenda - MSP
- III. Approval of Ash Goyal from the Colonial Inn as a Lodging under 50 representatives. MSP Michell will contact.
- IV. Approval of Minutes from March - MSP
- V. Approval of Financials, Lodging Tax & Check Register for March - MSP
- VI. Sub-committee Reports
 - A. Marketing – haven't met
 - B. Infrastructure –haven't met
 - C. Financial – haven't met
 - D. Banner Committee – Tom, Erin – Tom made a presentation at the City Council meeting last evening, they approved covering app. \$16000 for the brackets, buckles, straps and \$9000 labor installation. Working with the banner vendor on getting at least a 1-year warranty against fading.
 - E. 2020 Baseball Tournament Committee – Tom – haven't met
- VII. Old Business
 - A. Social Media / Marketing update: reports emailed and reviewed, had guides at the NW Sports Show, New Ulm (Starkeller) on front cover of the Star Tribune magazine; attend Circle WI conference, had sauerkraut packets in swag bags; have a billboard in Iowa; sent a tourism email; was the presenter at the Fairmont Social Media Breakfast; had a phone interview with a potential intern
 - B. Bus Tour group – Terry Sveine is training the step-on guides, planners can sign up and select sites for their tour online, CVB will cover the cost of the strudel
 - C. Meeting with lodging entities prior to this meeting today – reviewed the allocated expenses and proposed changes to the Policies & Procedures. Next the P & P will be emailed 10days prior to the May meting so they can be approved that day. Staff will also send to the Board for their approval. Then it will move on to the City Council
 - D. Greeter Update – holding their spring training on Thursday, April 25. Could use a few more greeters
 - E. Tourism Mixer, April 29, 4 – 6:30 PM, New Ulm Conference Center – Tourism Person of the Year will be announced, committee of Ruth, Erin, Michelle, Chad, Tom and Sarah/Jenny will review the nominations and make a selection on April 23, 2 PM.
 - F. National Tourism Week Activities – articles in the Journal Trends, Trivia on KNUJ – Chad will solicit prizes
- VIII. New Business
 - A. AMAP request from Quiltistry - \$1136.25 - MSP
- IX. Representative and Liaison Reports
 - A. Chamber Board Report – Erin - Audra's last day is tomorrow; Cara is no longer at the Chamber; job descriptions are being reviewed
 - B. NUBRA Update – Ruth – SBOG held a spring Fashion Show April 6; planning for Crazy Days July 26-27, using Karl the Construction Gnome again this season

X. Information and Proposals

- i. From the Chair – Michelle will be moving in August
- ii. From the Board – thank you to Audra from Tom for her leadership since May 2011
- iii. From the Staff – Weelborg participating in Summer Jam at Canterbury during Bavarian Blast

XI. Adjournment MSP at 2:29 PM. Next meeting on June 19.

Submitted by Jenny Eckstein