



TOURISM COMMISSION MEETING

February 11, 2019

4:15 – 5:30 p.m.

City Hall

1. Call to Order & Roll Call
2. Routine Business –
 - Consent Agenda
 - Minutes of the previous meeting
 - Financial report
 - Lodging Tax Collections
3. Requests to be heard (3 min each)
4. Visit Faribault magazine review
5. Billboard Update
6. Advanced Digital Work Options
7. Directors Report = Nort
8. New Meeting Time Reminder
 - A. Next Meeting March 11, 4:15pm at City Hall
9. Adjourn

Tourism Commission Meeting 01/14/19

In Attendance: Tami Schluter, Steve Bortz, Janna Viscomi, John Sheesley, Sue Garwood, Tim Murray, Nort Johnson, Kelly Nygaard

*John Sheesley inquires is there are changes coming to the commission: Erin Sellner Honken's term is expiring and Janna Viscomi will be reappointed as the city council rep.

Commissioner Schluter calls meeting to order.

- 1.) Minutes of previous meeting and review of financial report. Currently waiting on the December Lodging Tax collections figures before closing out the 2018 budget year. The Budget for 2014 was approximately \$95,000, and now in 2019 is roughly \$150,000. The Chamber expenses and payroll have only gone up only \$1000 from 2014, but there has been a 50% increase in revenue. Commissioner Sheesley calls motions to approve minutes of previous meeting and financial report. Commissioner Viscomi seconds the motion, motion passes.
- 2.) Open Comments: Commissioner Garwood invites everyone to attend the "Athens of the West" presentation on Historical Faribault being presented by Jeff Jarvis on Thursday, January 17th at the Rice County Historical Society Museum.
- 3.) 2019 Marking Review.
 - A.) Visit Faribault is in the airport racks through CTM Media, roughly \$1500 per year.
 - B.) Visit Faribault is in the MOA through Explore Minnesota
 - C.) Discussion of if the literature placed in those locations should have a separate URL for tracking, if it is cost effective use.
- 4.) Billboard Update.
 - A.) Creative is currently being set for additional "Making American Stories" billboard.
 - B.) There has been a meeting with Jenni-O and Sage Glass, this could also incorporate the EDA, and each would pay 1/3 of the cost of the billboard, making Visit Faribault's cost zero. This would be the third billboard.
 - C.) Nort Johnson has placed a request for more information about the options and available location of digital billboards.
- 5.) Website Updates. The event venues now have a bar across the top of the homepage. Space capacities have been added, and more information is being added.
- 6.) Minne-Roadtrip.
 - A.) The Chicago Travel and Adventure show was the debut of the station wagon and was a huge success. There were lines formed to use the photobooth, and strong engagement and interest. Attendees also loved the custom Minne-Roadtrip air fresheners. Many people took additional photos of the car or shared childhood memories.
 - B.) There is a show in Des Moines in February that could be a potential trip. Commissioner Sheesley would like to know how we track return on investment for each show, and how many people book from seeing and interacting with Minne-Roadtrip at each show. Che

would like to know how we can track people from each show specifically with incentives. Commissioner Garwood comments that sometimes a person might hear of a place and not recall where they received the information, or might wait many months or years before being able to visit, but that the impression and awareness of the destination has still been formed and will influence future bookings, and that can't easily be tracked. Commissioner Bortz states that tracking where hotel guests learned about the destination and when is nearly impossible through information they currently have.

- 7.) Digital Report: Kelly Nygaard provides commission with updates on digital efforts. Average website clicks industry wide are 2.6%, visitfaribault.com is at 6%, far outpacing the average. In the last quarter, there have been over 6055 sessions on the website. The most popular pages are the homepage, do, eat, and then stay, followed by historic downtown. Visitors to the website are evenly split between mobile and desktop currently, but the trend is leaning mobile, and the visitfaribault page is set for that. Unique events are among the greatest engagement points online, along with the Woolen Mill and Nerstrand Big Woods State Park.
- 8.) Other Opportunities. Nort Johnson shares that as the market changes and how people prefer to consume information changes some strategies and advertising routes utilized in the past might no longer be strong options while other new opportunities might be emerging. He is currently investigating the costs and benefits of both new and existing options to determine what the best fit is.

Commissioner Sheesley moves to adjourn, Commissioner Bortz seconds. Motion Carries.

**Faribault Area Chamber of Commerce Inc.
February 2019 Financial Report**

				2018 Budget	2018 Draft Final	2019 Budget
Ordinary Income/Expense						
Income						
Tourism Income carry over				21,900.00	21,823.00	17,500.00
Tourism Lodging Tax				115,000.00	120,812.49	115,000.00
FDN Partnership				1,000.00	0.00	1,000.00
CO-OP Income				0.00	4,991.00	12,000.00
EMT Grant				6,000.00	6,908.00	5,000.00
Total Tourism Income				143,900.00	154,534.49	150,500.00
Total Income				143,900.00	154,534.49	150,500.00
Gross Profit				143,900.00	154,534.49	150,500.00
Expense						
Tourism Expense						
Tourism Overhead						
Tourism Dues and Subscriptions				0.00	114.95	200.00
Overhead				18,000.00	18,000.00	18,000.00
Total Tourism Overhead				18,000.00	18,114.95	18,200.00
Tourism Marketing Services						
Development/Training				1,000.00	765.98	1,000.00
Marketing Services				33,000.00	33,000.00	34,000.00
Tourism Marketing Services - Other						
Total Tourism Marketing Services				34,000.00	33,765.98	35,000.00
Tourism- Marketing						
Tourism Website				1,500.00	1,778.00	2,000.00
Tourism Ad Production				1,000.00	402.66	1,000.00
Tourism Promotional Items				500.00	925.03	500.00
Tourism Highway Signs				4,500.00	5,043.75	4,800.00
Tourism Postage				1,100.00	134.18	1,100.00
Tourism Travel Shows				1,000.00	811.10	1,500.00
Brochure Display/Distribution				6,000.00	2,839.18	6,000.00
Display Piece				1,100.00	66.22	1,100.00
SEM/Content				10,700.00	11,579.98	7,500.00
Tourism- Marketing - Other				2,500.00	4,755.32	2,500.00
Total Tourism- Marketing				29,900.00	28,335.42	28,000.00
Tourism Advertising						
Explore Minnesota Travel Guide				2,971.25	2,971.25	2,971.25
SMTA Guide				2,800.00	1,337.50	1,500.00
Minne Road Trip				4,000.00	4,017.67	4,500.00
IA Sportsman Online				0.00	0.00	0.00
Billboards				13,000.00	20,985.56	18,000.00
Facebook				2,500.00	0.00	800.00
Tourism Advertising - Other				20,000.00	7,508.71	20,000.00
Total Tourism Advertising				45,271.25	36,820.69	47,771.25
Total Tourism Expense				127,171.25	117,037.04	128,971.25
Total Expense				127,171.25	117,037.04	128,971.25
Net Ordinary Income				16,728.75	37,497.45	21,528.75
Net Income				16,728.75	37,497.45	21,528.75