



TOURISM COMMISSION MEETING

March 9, 2020

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. Web/Social Media Report
5. Explore Minnesota Tourism Conference update
6. Blogger Bash
7. 2020 Visitor Guide
8. Directors Report = Nort
9. Next Meeting Time Reminder –
 - A. Next Meeting May 11, 2020 4pm at City Hall
10. Adjourn

*Please contact the Administration Department at 507-333-0353
If you need special accommodations related to a disability to attend this meeting.*

Tourism Commission Meeting January 13, 2020

Prior to the Tourism Commission being called to order, there was a motion by Bortz, seconded by Wood to appoint Heidi Nelson as Tourism Commission Chair for 2020.

Call to Order and Roll Call

The meeting was called to order at 4:26 pm. In Attendance: Jonathon Wood, Steve Bortz, Miki Orr, Sue Garwood, John Sheesley, Heidi Nelson, Tim Murray, Nort Johnson, Kelly Nygaard and Heather Slechta.

Routine Business

Minutes

The minutes from the November 4, 2019 meeting were reviewed. An error was found, John Sheesley was listed as present as well as absent. Assistant to the City Administrator Heather Slechta will make the correction to the minutes, removing Commissioner Sheesley from the present list.

Financial Report

Director Nort Johnson reviewed the financials to date, they are currently right on track. Johnson explained that a few bills are due and there will be higher revenues.

Lodging Tax Collections

Director Nort Johnson reviewed the year to date Lodging Tax Collection. 2019 looks close to be tying the previous record high for revenues collected.

Motion by Orr, seconded by Bortz to approve the Consent Agenda as presented and carried unanimously.

Requests to be heard- None

It was mentioned that Councilor Jon Wood would be the Tourism Commission Council representative for 2020, and at the January 7, 2020 City Council meeting David Connelly from The Inn at Shattuck would be recommended to be appointed to the Tourism Commission to fill the vacancy.

Web/Social Media Report – Faribault in the News/Blogging Connections

Kelly Nygaard reviewed the Web/Social Media report. Nygaard stated that there were 2,728 sessions, and page views were at 5,000, however visiting page 2 was lower but it is not peak season. There were 900 through social media, 500 direct connections and 250 through referrals and links. The most popular page was the home page with 1000+ views. Faribault Frosty posts did very well. Nygaard continued to use evergreen posts that had been popular in the past. Facebook has a total of 2310 followers and increase of 1.67% from last quarter, Instagram followers increased by 1.57%. Nygaard shared a video clip from Fox 9 that was aired the previous week, Look About Lindsay included Faribault as one of her five places to visit in North America. The Tourism Commission thanked Kelly for her hard work on getting Look About Lindsay to Faribault. The Faribault Frosty was featured on WCCO on January 12, 2020.

Nygaard recapped the Star Tribune marketing for 2019. Nygaard stated that they will be doing a similar campaign in 2020. Commissioner Sheesley asked if there would be a cost difference, Nygaard explained that will be similar to 2019. The cost will be \$10,000.00 for a \$35,000 value this will include a \$4,000.00 Explore MN geo-fencing Co-Op.

Directors Report

Director Johnson requested that the Commission approve spending an additional \$2,000.00 on the Chicago Tourism Show for the Minne-Roadtrip. The dollars would be spent on tracking visitors that come from the Chicago show.

Motion by Sheesley, seconded by Orr to approve an additional \$2,000.00 be allocated to the Chicago Tourism Show to track visitors and carried unanimously.

Johnson as well as the Directors from Owatonna and Northfield will be attending and have reached out to other cities to join them. There were three booths purchased for the show. Commissioner Sheesley questioned what the buy in criteria was, Johnson explained that there was no criteria, however cities could choose to buy a full booth, send a staffer, rack cards or magazines, Brainerd and the Northshore will be attending.

Johnson also informed the Commission that the Blue Collar BBQ Festival will be coming under the Chambers umbrella for 2020, and may include an arts festival with it. The date for the festival will be August 8, 2020. Commissioner Garwood requested to be kept to date on the festival details so that she can be sure to have the Faribault House open.

Another project that the Chamber is working on is the gateway signs. Commissioner Sheesley asked if the signs would be digital, Johnson explained that it was not in the original plans however, they can look into that as an option.

Johnson also informed the Commission that he will be attending the Explore MN Tourism Conference at Arrowwood Resort in Alexandria February 24-26, 2020. The Faribault Area Chamber of Commerce and Tourism was nominated for the Destination Marketing Award for Branding & Integrated Marketing Campaign and the Minne-Roadtrip, a partnership between Faribault, Owatonna, and Northfield was nominated for the Destination Marketing Award for Special Project. Let Director Johnson know if you are interested in attending.

Motion by Orr, seconded by Sheesley to adjourn the Tourism Commission meeting and carried unanimously.

The meeting adjourned at 5:36 pm.

Respectfully Submitted,

Heather Slechta
Assistant to the City Administrator