



DATE: Thursday January 20<sup>th</sup> 2022, | LOCATION: Red Baron Arena & Expo | TIME: 10:00 a.m.

**Members Present:** Kelly Loft, Ty Brouwer, Steve Klinkhammer, Keith Petermeier, Londa, Joe Rein, Sarah Marczak

**Members Absent:** Luke Tietz, Russ Labat,

**Staff Present:** Cassi Wiess, Adri DeBoer

*Call to order January 20<sup>th</sup> at 10:05am*

### Approvals

- Additions to Agenda
- Conflict of Interest
- December Meeting minutes

*Ty motioned to approve December Minute, Keith 2<sup>nd</sup>.*

### Financials

- Review and acceptance of December Financial

*Keith motioned to approve financials, Sara 2<sup>nd</sup>.*

### Action Items

- Community Support
  - Juneteenth – Recommend Pilar 1 with a focus of in-kind marketing
    - Local event
    - Not many hotel rooms

Ty stated that they are mostly asking for Marketing and so we should consider \$250 in Marketing

*Ty motioned to approve \$250 in-kind marketing (including Digital Billboard, targeted social media ads), Keith 2<sup>nd</sup>.*

- Just for Kix – Recommended Pilar 4
  - Will bring about 2500 dancers to town
  - 1 day event (hard to get 600 hotel rooms)

*Keith motioned for Pilar 3 \$750 cash donation (no in-kind), Kelly 2<sup>nd</sup>.*

- Spring Craft Show – Recommended \$500 for in-kind Marketing
  - Independently run but donates to Girls HS Hockey
  - Would like more in-kind Marketing

Discussion on marketing promoting the Red Baron and less cash donations.

*Joe motioned \$500 in-kind marketing, Keith 2<sup>nd</sup>.*

### Director Update

- Meetings – Requesting the 2<sup>nd</sup> Thursday of the month at 10AM
- Marketing for quarter 1 started
  - SEO Marketing – Redwood Valley Tech is helping us build in more so that we get more people to our website. (We will bring analytics to next meeting to see a before and after impressions)

- Shrpa – Itinerary website that will integrate into our website. We built in 2 travel bloggers to come to Marshall and build the Itinerary.
- Anna Behning Photography Sessions for 2022 – Seasonal photo shoots 4 times throughout the year. We select the locations and supply models.
- SD Magazine for Community Support Marketing – Anything approved through Community Support will most likely be promoted through this publication.
- Youth Sports & Activity Expo – April 3rd
  - Multiple groups signed up after 1 email, will start calling 2-3 groups per week for sign up.
    - All booths are interactive.
    - Including Hunting
    - Working with Community Services regarding activities.
    - SMSU having a larger booth
    - Building relationships with sports that will lead to more with Community Tourism Support
- City of Marshall 150<sup>th</sup>
  - Celebration Season from May – October
  - “Birthday Party” is Friday August 19<sup>th</sup> from 5pm – 7pm with Jett Skrien magic Show
  - Other events we are looking at are, Arts & Living History show, Vintage Vehicle drive in and pancake feed, youth & adult archery tournament, golf event, fashion show.
- Intern
  - Last internship just ended – Leah was wonderful to have and came daily for 1 hour
  - We were asked to take on another intern – Cayden with an emphasis in video and marketing
- Red Baron
  - Sponsor Renewals approved
    - Action Arena – Covers just the Reinhart side for both when the ice is on and off
    - D&G is on vacation and will sign next week
    - Working on Vast due to buy-out and name change
  - Marketing
  - Website Draft
  - Updating sponsor logos, murals, and signage
    - These are paid by the city but we work on these

#### **Board Update**

- TY - Coyote Hunt was very successful and brought a bunch to Brau – Raised 2k for habitat enhancement. Had 17 due to snowstorm so hoping to have more in the future.
- KEITH – Bridal Extravaganza is this weekend at SMSU
- KELLY – Hall of Honor banquet and Gold Rush Raffle is scheduled
- Londa & Joe – Stated hotels are slow
- Sarah – Ralco is moving in and they will be moving the rental venue to the top floor

#### **Next Meeting Date**

- Thursday February 17<sup>th</sup> 2021 @ 10am

***Meeting Adjourn at 11:05am***