



DATE: Thursday April 14<sup>th</sup>, 2022 | LOCATION: Red Baron Arena & Expo | TIME: 10:00 a.m.

**Members Present:** Kelly Loft, Ty Brouwer, Steve Klinkhammer, Keith Petermeier, Joe Rein, Sarah Marczak, Cathy Schlagel, Luke Tietz

**Members Absent:** Russ Labat

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

*Call to order April 14th at 10:05am*

### Approvals

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

*Keith motioned to approve, Steve 2<sup>nd</sup>. APPROVED*

### Financials

- Review and acceptance of March Financials
  - Tickets for Craft Beer Show
  - Income from Youth Sports Expo (Not a lot of money but wanted them to have skin in the game & cost of floor)
  - Meals – Conference in Rochester
  - Mileage – Rochester & Slayton meeting
  - Laptop for Adri
  - Will ask about Paypal fees
  - Pre-purchased Craft Beer glassware
  - Sounds of Summer – Will receive a refund on next month's financials
  - Facebook/Social charges once we hit a certain amount or at the end of the month (that is why there is multiple charges)
  - SEO plan with website
  - Miles Partnership is a digital Ad on Explore MN (April-September) Based off the number of hits we get. We believe there will be a portion back due to over charge and with EMT grant.
  - Tote Bags – printed and given to conferences and have handed out 300 already

Kelly asked about Lodging Tax due to it being down – Cassi stated due to turnover it appears that they missed a month. With Bonnie out we will check-in on this. Additionally Super 8 is open and will be adding to these totals in the future.

*Ty motioned, Keith 2<sup>nd</sup>. APPROVED*

### Action Items

- Community Support
  - City of Marshall's 150<sup>th</sup>
    - May-September Celebration Season

- Birthday Party with Jett Skrien on Friday
- Art & living History Event
- MDBA Fashion Show
- Working on Skydiving & helicopter rides
- Working on Bingo at RBA for May

Ty Stated the pillars are a guideline. He suggested \$2,000 just to 150<sup>th</sup>.

*Ty motioned \$2,000 cash with ZERO marketing. Need to be on the banner. Luke 2<sup>nd</sup>. APPROV*

- Sounds of Summer

*Keith motioned \$1000 cash & \$1000 marketing, Steve 2<sup>nd</sup>. APPROVED*

- Habitat Pickers Paradise

- Here at the Red Baron on Saturday of Sounds of Summer
- New event with a committee
- Would like more marketing event and this is a fundraiser

*Ty motioned \$500 in-kind marketing and \$250 in cash, Keith 2<sup>nd</sup>. APPROVED*

- Lyon County Fair

- August 10<sup>th</sup>-14<sup>th</sup>
- Brings some rooms for entertainment, judged, etc. Not as much for visitors
- Last year \$1000 marketing (Cassi stated \$1000 is a lot to spend)
- They tend to do trade-outs with the hotels

*Luke motioned \$500 in-kind, \$500 cash, Ty 2<sup>nd</sup>. APPROVED*

- MAYBA

- Last year we did cash of \$1000
- They are looking at doing more tournaments and dividing up the grades.

*Kelly motioned \$1000 cash, Keith 2<sup>nd</sup>. APPROVED*

- Nutcracker

- Brings quite a few people to town but not a lot of hotels
- Cassi suggested more marketing (\$500 cash and \$250 in-kind)
- This is a private dance studio

*Ty motioned \$500 cash and \$500 in-kind marketing, Keith 2<sup>nd</sup>. APPROVED*

- Shades of the Past (June event)

- We wanted them to apply for both of their events
- They already have banners printed but stated they would put our banner up on the stage and MC announcing Visit Marshall.
- Last year we did \$200 in-kind
- Steve stated that they actually do more hotels than they listed

*Ty motioned \$500 in-kind & \$500 cash, Steve 2<sup>nd</sup>. APPROVED*

## **Director Update**

- Youth Sports & Activity Expo
  - 32 Vendors / 450+ People
  - Great feedback from vendors & Attendees
  - Will host again for next year – benefit was to build relationships with future applications of Community Support
- Red Baron Arena
  - Sponsorships will be done at next Council Meeting
    - Titan new Sponsor
    - Vast at Council mtg (will have a name change – have lots of logo updates)

- Lost Reinhart
  - Action companies have been updated all over the Arena
- Sports Complex Marketing will go up next week- will continue to sell
  - 3-year contracts, 25 signs between the 4 fields, 9 businesses = \$14,000 Total over the 3 years
  - Will continue to sell
  - This money goes to the city and helps cover cost of the Arena
  - This is part of our contract with the City/Red Baron – Marketing/Advertising/Events at RBA
- Marketing Update
  - Partnership with Runnings Semi will be printed in the next few weeks
    - This will go all around the Midwest
  - Next Photography Session will be in May
    - 5 more locations we will be shooting at
  - SEO project is going strong,
    - we will start implementing those pages and blogs into our blog and Newsletter
    - April /May- Girls Weekend | June / July / August – Stay & Play | September / October – Romantic Getaway
    - Built a Hotel Page
  - Google DMO Update
    - 39 Businesses that are unclaimed in Marshall – working with those to get them updated
    - Working on a workshop and we can show them how to update their google listing
  - Craft Beer Show has 90 Tickets sold!
    - \$25 tickets
  - Summer Intern
    - Social media, Video & Events
    - Had 8 applications and they were very strong
  - Hockey Day Minnesota
    - Met with City and Community people
    - Conversations of 5+ years down the road
    - Questions were who will handle the money and the risk
    - After speaking with Mankato, they created an LLC with stipulations on money going back to the Community
  - Concert
    - Possible at SMSU – would have to get a floor
    - SOS doesn't want to sell tickets (thinks we won't sell any tickets)
    - Will need to build a committee if we do outside of SOS
    - Looking at Sept. 2023

Luke/Ty suggested that we do a smaller “trial” maybe like Hairball this year.

## **Board Update**

***Meeting Adjourned 11:13am***

**Next Meeting Date:** Thursday May 12th, 2022, at 10am