

Visit Marshall Board Meeting

DATE: Wednesday September 22nd 2021, | LOCATION: Red Baron Arena & Expo – Vast Club Room | TIME: 9:00 a.m.

Members Present: Luke Tietz, Kelly Loft, Russ Labat, Ty Brouwer, Joe Rein, Steve Klinkhammer

Members Absent: Keith Petermeier, Carol Purrington, Sarah Marczak, Representative from Everspring

Staff Present: Cassi Wiess, Adri DeBoer

Call to order September 22nd at 9:05 am

Approvals

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

Steve motioned to approve minutes, Luke 2nd.

Financials

- Review and acceptance of August Financials
 - \$263k balance
 - \$14k from June lodging tax
 - RBA contract – getting back paid
 - Will contact Karla ensure 7k all at once rather than multiple transactions
 - Refund from beverage wholesales – That is getting paid out to Marshall A's as we applied for liquor license on behalf of them.
 - Active Campaign – new program that includes marketing for newsletters which is all integrated into our website.
 - Community Support – ALL in-kind-marketing has been going under that category so that we can see how much we have spent.
 - Digital Billboard – paid quarterly
 - Midwest Hunting and fishing – Will get money back, which is why Explore MN is on the ad.

Joe & Russ were wondering about Digital Advertising budget on the line – Cassi stated that the Digital billboard should be moved.

Ty motioned to approve, Luke 2nd.

Action Items

- Red Baron Website
 - Right now is under the MARSH website and that branding is going away. Which lead to moving RBA to a whole new website. Utilizing Sarah from Redwood Valley Tech – which is convenient due to her doing our other website.
 - This would be coming off of our Red Baron Advertising dollars and digital marketing (Budgeted \$11k but have spent 7k)
 - Website goals are to have a calendar to schedule and to market the facility

Luke asked if the City should be paying for this? As this is a facility owned facility. Rather than taking that out of our marketing dollars.

Ty stated it's like a extension of the City – Russ agreed. But the \$89 maintenance plan would be on us.

We will table this discussion until we speak with the City.

- Red Baron Signage
 - The outdoor signage we are not pleased with the mock-ups at the time. So, we are going to wait on the outside sign.
 - Window logos would be \$195 for just the top window. These will be able to see out but not see in.

- The bottom would be Red Baron Arena & Expo log

Russ, Kelly, Joe, and Ty suggested rather than the bottom having the RBA logo – to just do “bullet pointes” and contact info (Listing meeting space, banquets, weddings, etc.)

Kelly stated that Director has authority to move forward on windows without board approval.

- Community Support

- Marshall Hoops Club – Cassi suggests Pilar 2

Now days they have turned the tournaments into more of a 1-day tournament.

Kelly motioned to approve Pilar 2 \$500 (cash donation), Luke 2nd.

- MGBA – Cassi suggested Pilar 2

Kelly motioned to approve Pilar 2 \$500 (cash donation), Ty 2nd.

Director Update

- High School Intern thru CIS program
 - About 90 hours of time
 - Event planning, marketing, ads, etc.
- Red Baron:
 - Moving office spaces as of October 1st , 2021 – Moving Sept. 29th
 - Finished with dasher sales, sold a few more then last year.
- 2022 Budget
- City of Marshall 150th
- Concert in 2022
- Board Terms Ending...
 - Carol 2nd term
 - Joe 1st term
 - Sarah 1st term

Board Update

Next Meeting Date

- Wednesday October 27th 2021 at the Red Baron Arena & Expo

Kelly motioned to adjourn, Ty 2nd. At 10:02AM

Adjourn