

Visit Marshall Board Meeting

DATE: Wednesday August 18th, 2021 | LOCATION: Bello Cucina | TIME: 9:00 a.m.

Members Present: Keith Petermeier, Luke Tietz, Kelly Loft, Russ Labat, Carol Purrington, Ty Brouwer, Joe Rein, Sarah Marczak, Steve Klinkhammer

Members Absent: Caitlyn Sanow

Staff Present: Cassi Wiess, Adri DeBoer

Call to order August 18th at 9:02am

Approvals

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

Keith motioned to approve, Luke 2nd.

Financials

- Review and acceptance of July Financials
 - Lodging came in at \$9k from May (we budgeted 13k)
 - RBA got an additional check for 2k which will be on next financials making 7k
 - MACVB Membership
 - Storage items from Amazon
 - Community Support – Facebook and marketing will be under there
 - Made \$1,000 on guides so if we need to print more.
 - Google DMO program – new this year helps us get all businesses correct

Carol motioned to approve, Sarah 2nd.

Action Items

- Maternity Leave in Policy Manual
 - *Once Employed at the CVB for 1 year, you will receive 12 weeks, 100% pay of maternity Leave starting the day you give birth.*
 - Noted to add “Full time employees” and to include paternity.

Ty motioned to approve, Keith 2nd.

- Red Baron Move
 - Printer Quotes; attached
 - Marco \$2,126 (purchased) - \$84/month (lease – equipment, service, and supplies)
 - One Office \$1,169 (purchased)

Luke and Ty suggested leasing.

Requesting lease from One Office and lease agreement from Marco.

- Large wall calendar white board - \$389.00

Suggested to get one without logos.

Ty motioned to approve, Keith 2nd.

- Signage; (will have at meeting)
 - 1st option – Cast Aluminum sign 88” \$1,400
 - 2nd Option – Dactronics video board \$16,000
 - 3rd Option – Dactronics video board \$21,000

- Phones
 - 1 cordless phone - \$22/month
- Community Support
 - Light Up the Night
 - Suggested we do more marketing for them including print publications. Fall under Pilar 4 (\$500 cash, \$1,000 in-kind marketing)

Luke motioned \$500 cash, \$1000 in-kind marketing, Ty 2nd.

- Ice Dogs
 - December 3rd & 4th – hotels seemed a little low. Suggested Pilar 2 but as in-kind marketing.

Carol motioned \$500 in-kind marketing, Keith 2nd.

- Hopfest
 - Suggested Pilar 3 or 4 for in-kind marketing.

Ty motioned \$200 in-kind marketing, Keith 2nd.

- MHS Girls Hockey Craft Show
 - Suggested Pilar 1 or 2

Keith motioned \$200 in-kind marketing, Carol 2nd.

- SW Challenge
 - Suggested Pilar 4 in cash (which goes to their booster club)

Steve motioned \$1,000 cash, Keith 2nd.

- Wrestling
 - Suggested Pilar 3 or 4 in cash (which goes to their booster club)

Joe motioned to approve \$750 in cash, Carol 2nd.

- Gun Show
 - Suggested in-kind marketing

Luke motioned \$500 cash and \$1,000 in-kind marketing, Keith 2nd.

Director Update

- SMSU FAM Bus Tour
 - Trial for future
 - Long term goal is to-do these free of charge to businesses or tourism partners
- Welcome Center @ Lyon Co Museum
 - Application is started for Explore Minnesota
 - We were able to get brochure stands for free
- New visitor guides are here!
- Office Move

Board Update

- Keith stated Fair was packed
- Hotels had a nice weekend with the Fair in-town.

Next Meeting Date

- Wednesday September 15th 2021

Adjourn at 10:21am