

Visit Marshall Board Meeting

DATE: Wednesday June 16th, 2021, | LOCATION: Red Baron – Vast Room | TIME: 9:00 a.m.

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

Members Absent: Steve Klinkhammer

Staff Present: Cassi Wiess, Adri DeBoer

Call to order June 16th at 9:02am

Approvals

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

Keith motioned to approve, Caitlyn 2nd

Financials

- Review and acceptance of May Financials
 - Lodging tax has gone up to 10k - lodging tax yearly is down 25k + marketing funds are down 14k
 - RBA Contract is 5k
 - PPP Loan received 15k
 - Half of intern stipend in conjunction with the chamber
 - MACVB Convention (in person)
 - Postage for visitor guides
 - Ads in Minnesota Monthly, Pipestone Publishing, and SD Magazine

Ty motioned to approve, Keith 2nd

Action Items

- Red Baron Office Space
 - Move in by September 1st is a goal – as August is a slower month
 - Rental up' d to \$400 (includes utilities, Wi-Fi, etc.)
 - Chamber – we budgeted \$750 but estimate only about \$450 (chamber master, adobe, etc.)
Chamber Membership would \$185

Ty motioned to proceed with the process of Visit Marshall moving to RBA, Keith 2nd

- Community Support
 - Crazy Days - Cassi's thought was pillar 1 or 2 and in-kind marketing.

Caitlyn stated she recommended pillar 1.

Luke stated that he would like to see more in-kind marketing.

Luke motioned for pillar 1 and up-to \$100 in in-kin marketing, Ty 2nd.

- NWTF Bingo - Cassi pillar 2 or 3 plus in-kind marketing.

Ty stated that funds would be used for tables and chairs. Looking for additional help with marketing to 80+ mile radius.

Luke stated pillar 3 with the amount of people coming in and staying in hotels. (Carol, Sarah, and Keith agreed).

Carol motioned and Keith 2nd \$700 cash with \$300 additional.

- Sounds of Summer - Cassi's thought was pillar 4 or more in in-kind marketing. Russ stated that Relay for Life is kicking off on Thursday, with majority of events on Saturday. Carol, Keith, Ty all stated that this is a big event – highlight of the summer – end of summer. Keith would like to see more of a social media marketing.

Keith motioned to-do Pilar 4 \$1000 cash, \$500 in-kind marketing, Sarah 2nd.

- Lyon Co Historical Society – in the past have done \$500. Would like to work with them to create more of a visitor center.

Caitlyn motioned for \$500 cash + up-to \$500 in-kind marketing, Keith 2nd.

- MAHA - they are not in need of funds but looking for more marketing assistance.

There have been issues at hotels that with unsupervised children, rowdy.

Ty motioned to approve up to \$1000 of in-kind marketing, Keith 2nd.

Director Update

- **Red Baron**
 - City Council approved the original \$7000 a month.
- **Visitor Guide**
 - Sold enough ads to cover the cost, deadline is next week.
- **Spring 2022 Events**
 - Youth Sports & Activity Expo – April of 2022
 - Concert
 - Marshall Independent ½ Marathon

Board Update

Russ stated city hall is still waiting for fire proofing.

Caitlyn stated Tavern 507 is looking forward to opening in the Fall.

Keith – Marshall Radio summer events are looking for locations for entry boxes to be placed.

Next Meeting Date

- Wednesday July 21st 2021 at 9:00am

Adjourn at 10:25pm