



Southern Minnesota Tourism Association Meeting

July 14, 2016

Lake City, Minnesota

Hosted by:



Working together to generate Travel, Tourism and a positive Economic Impact in Southern Minnesota

Lisa Havelka, Southern Regional Manager, Explore Minnesota

115 East Hickory Street, #230, Mankato, MN 56001

P: 507-389-2683 | Cell: 507-837-9042

Toll-free: 888-975-6766 | F: 507-389-2685

Email: lisa.havelka@state.mn.us | www.exploreminnesota.com



#ONLYINMN



SOUTHERN MINNESOTA TOURISM ASSOCIATION

Meeting Agenda

Thursday, July 14, 2016

Sportsman's Club

Lake City, MN

8:00 a.m. SMTA '101'

8:30 a.m. Registration, Light Breakfast, Networking

9:00 a.m. Welcome from Lake City Tourism and SMTA Introductions

Tourism Discussion: SMTA Regional Marketing Questions & Ideas

Business Meeting

- I. **Agenda Additions & Announcements** Christy Riley, SMTA President
- II. **Approve Meeting Minutes** Christy Riley, SMTA President
- III. **Financial Reports**
 - Treasurer's Report Nancy Schnable, SMTA Treasurer
 - County Funding Update Lisa Havelka, Regional Manager
- IV. **Committee Reports**
 - a. Executive Committee Report Christy Riley, SMTA President
 - b. Marketing Committee Report Stephanie Busiahn, Marketing Chair
 - 2017 Explore Southern Minnesota Guide Update Greenspring Media
 - c. Governors Council Report Christy Riley
 - d. Other Tourism Association Reports?
- V. **Manager's Report/Updates** - See report in meeting packet Lisa Havelka, Regional Manager
 - New Events Funding Grant Program Colleen Tollefson
- VI. **Other Business**

11:45 a.m. Meeting Adjournment, Door Prize Drawing & Lunch

12:00 p.m. Cynthia Messer, Director, U of M Tourism Center.

Following the SMTA Business Meeting there will be a group tour of the Lake Pepin Pearl Button Co., 226 S Washington St, and Treats and Treasures, 112 S Washington St, Lake City MN

Next SMTA Meeting – ANNUAL MEETING

******Northfield ~ September 14-15******

	SMTA Officers & Executive Committee Members	OFFICERS TERMS: The officers of the Board of Directors shall be: President, Vice President, Treasurer and Secretary. Officers shall serve a three year term and be elected every three years at the Association's Annual Meeting, Officers shall be nominated from the Board of Directors membership, including County Representatives and Delegates at Large.					
		EXECUTIVE COMMITTEE TERMS: Regular term - 3 years. Executive Committee members may serve a second three year term if elected. After three consecutive three-year terms, a one year absence from the Executive Committee is required before being eligible for re-election to the Executive Committee. Executive Committee members shall be elected at the Association's Annual Meeting.					
REGION	POSITION	CY 15	CY 16	CY17	CY18	CY19	CY20
	President	Christy Riley - end 2nd term	Christy Riley - end 3rd term	OPEN			
	Vice President/Marketing Committee Chair	Stephanie Buisahn - end 2nd term	Stephanie Buisahn - end 3rd term	OPEN			
	Secretary		Jeanne Zwart - end 1st term	Jeanne Zwart - end 2nd term	Jeanne Zwart - end 3rd term		
	Treasurer	Bob Dickerson - end of term	Nancy Schnable - end 1st term	Nancy Schnable - end 2nd term	Nancy Schnable - end 3rd term		
Prairieland							
	Executive Committee	PJ Ellingson - end 1st term	Darin Rahm - end 1st term	Darin Rahm - end 2nd term	Darin Rahm - end 3rd term		
	Executive Committee	Darlene Macklin - end 1st term	Darlene Macklin - end 2nd term	Darlene Macklin - end 3rd term			
Southern Lakes							
	Executive Committee	Paige Schuette	VACANT	OPEN			
	Executive Committee		Kim Foels - end 1st term	OPEN			
MN River Valley							
	Executive Committee	Melissa Caruth - end 1st term	Melissa Streich - end 2nd term	Melissa Streich - end 3rd term			
	Executive Committee		Anne Johnson - end 1st term	Anne Johnson - end 2nd term	Anne Johnson - end 3rd term		
Bluff Country							
	Executive Committee	Judy Storlie - end 1st term	Judy Storlie - end 2nd term	Judy Storlie - end 3rd term			
	Executive Committee		Arloa Bach - end 1st term	Arloa Bach - end 2nd term	Arloa Bach - end 3rd term		

Southern MN Tourism Budget and Financial Report

Report as of 7/5/16

2016 Deposits

2016 County Funding	\$ 25,267.80	as of 7/5/16
Interest	\$ 1.69	

Total Income \$ 25,269.49 as of 7/5/16

2015 Carryover Account Balance \$ 31,571.84 as of 1/1/2016
YTD Co. Funding & 2015 Carry Over Balance \$ 56,841.33 as of 7/5/16

2016 EXPENSES

		<i>budgeted</i>
Marketing	\$ 36,822.00	\$ 31,200.00
Redwood Chamber EMT Conf Reimb	\$ 269.00	\$ -
Pipestone Chamber EMT Conf Reimb	\$ 239.00	\$ -
Big Stone Lake EMT Conf Reimb	\$ 269.00	\$ -
Secretary of State	\$ 18.00	
President Awards		\$ -
Postage/Constant Contact	\$ 459.00	\$ 500.00
Mileage		\$ -

Total Expenses \$ 1,254.00
Transfer to Savings \$ 25,000.00

Current Balance \$ 30,587.33 as of 7/5/16

2016 Savings \$ 25,000.00
Interest \$ 5.10

Current Balance \$ 25,005.10 as of 7/5/16

SOUTHERN MINNESOTA TOURISM ASSOCIATION

2016 County Appropriations

COUNTY	FUNDING 2016	FUNDING 2015	FUNDING 2014	Population based on 2010 Census	Amount Due based on \$.05/Capita
Big Stone	\$263.45	\$263.45	\$263.45	5269	\$263.45
Blue Earth	\$2,266.00	\$2,266.00	\$2,266.00	64013	3,200.65
Brown	\$1,295	\$1,295	\$1,295.00	25893	1,294.65
Chippewa	\$750.00	\$750.00	\$750.00	12441	\$622.05
Cottonwood Co./Windom CVB	\$300.00	\$300.00	\$600.00	11687	\$584.35
Dodge	\$350.00	\$350.00	\$350.00	20087	1,004.35
Faribault / Blue Earth Area CVB	\$727.65	\$600.00	\$500.00	14553	\$727.65
Fillmore	\$1,056.10	\$1,056.10	\$1,056.10	20866	1,043.30
Freeborn (Albert Lea CVB)	\$500.00	\$500.00	\$500.00	31255	1,562.75
Goodhue		\$1,000.00	\$1,000.00	46183	2,309.15
Houston	\$951.35	\$945.80	\$945.80	19027	\$951.35
Jackson / Jackson Lodging Assn.	\$750.00	\$750.00	\$750.00	10266	\$513.30
LacQuiParle	\$500	\$500.00	\$500.00	7259	\$362.95
LeSueur	\$1,385.15	\$1,335.00	\$1,335.00	27703	1,385.15
Lincoln	\$300	\$300.00	\$300.00	5896	\$294.80
Lyon/Marshall CVB/EDA	\$1,292.85	\$1,292.85	\$0.00	25857	1,292.85
Martin	\$737.00	\$737.00	\$737.00	20840	1,042.00
Mower	\$500.00	\$500.00	\$500.00	39163	1,958.15
Murray	\$436.25	\$436.25	\$436.00	8725	\$436.25
Nicollet	\$1,636.35	\$1,646.00	\$1,646.00	32727	1,636.35
Nobles (Worthington CVB)	\$1,068.90	\$1,069.85	\$1,069.85	21378	1,068.90
Olmsted (Rochester Lodging/CVB)	\$1,000	\$3,600.00	\$3,600.00	144260	7,213.00
Pipestone	\$600.00	\$600.00	\$600.00	9596	\$479.80
Redwood	\$841.00	\$841.00	\$841.00	16059	\$802.95
Renville	\$786.50	\$785.00	\$785.00	15730	\$786.50
Rice		\$1,305.00	\$1,305.00	64144	3,207.20
Rock	\$500.00	\$500.00	\$500.00	9687	\$484.35
Sibley	\$768.00	\$768.00	\$768.00	15226	\$761.30
Steele	\$1,828.80	\$1,200.00	\$1,200.00	36576	1,828.80
Swift	\$500.00	\$500.00	\$500.00	9783	\$489.15
Traverse		\$0.00	\$0.00	3558	\$177.90
Wabasha	\$500.00	\$0.00	\$500.00	21664	1,083.20
Waseca		\$957.00	\$478.50	19136	\$956.80
Watsonwan/St. James Chamber	\$560.55	\$550	\$0.00	11211	\$560.55
Winona	\$495.00	\$495.00	\$495.00	51461	2,573.05
Yellow Medicine	\$321.90	\$0.00	\$0.00	6438	\$321.90
TOTAL	\$25,767.80	\$29,494.30	\$28,372.70	905617	\$45,280.85

2010 County Funding \$29,175.10

2011 County Funding \$27,608.40

2012 County Funding \$28,041.30

2013 County Funding \$28,463.20

2014 County Funding \$28,372.70

2015 County Funding \$29,494.30

2016 County Funding (YTD) \$25,767.80



SOUTHERN MINNESOTA TOURISM ASSOCIATION

July 14, 2016 Lake City
Manager's Report

- **2017 SMTA County Appropriations**

2017 County Appropriation Invoices were mailed to your County Auditor at the end of June. If you need additional information or a packet to make your County Presentation please let me know. Once your County Presentation has been made please let the Southern Regional Manager know. Encourage the full \$.05/capita funding from your County. Invoices to Counties that have yet to pay for 2017 will be sent again in January 2017.

- **Explore Minnesota Seeking Proposals for the 2017 Governor's Pheasant Hunting Opener**

Event dates are Oct. 13-14, 2017. Proposals will be accepted from community organizations such as chambers of commerce, convention and visitor bureaus, or a committee formed specifically for the event. All proposals must be received by **Friday, Aug. 5**. For information about the event and to receive a copy of the proposal guidelines, contact Lisa Havelka, 507-389-2683.

- **Host Community Sought for 2017 Minnesota Governor's Deer Opener**

The event, scheduled for Nov. 2-5, 2017. The deadline for submitting a proposal is Aug. 5. For detailed event information, contact Bri Stacklie at the Minnesota Deer Hunters Association at 218-259-1368 or bri@mndeerhunters.com.

- **NEW Events Funding Program - Explore Minnesota Legislative Outcomes**

The 2016 Supplemental Budget from the Minnesota Legislature included a total of \$773,000 for a new events funding program which can benefit communities statewide. \$100,000 of this funding is dedicated to the St. Louis County Historical Society for a special project. Additionally, \$300,000 was provided for the promotion of Mille Lacs. **Guidelines and applications for the new events program grant are being developed and will be available online at industry.exploreminnesota.com.** Questions, contact Lori Peterson, Lori.A.Peterson@state.mn.us or 651-757-1876.

- **The Early Bird Deadline for 2017 State Travel Guide Approaches**

A signed agreement and payment need to be postmarked no later than Friday, July 29 for Early Bird Discount (contract and full payment are due) to receive the benefits of this offer. A copy of the [2017 sales flyer/contract](#) is available online. Questions? For Southern Region contact David Bergman, 888-563-7777, david.bergman@state.mn.us.

- **2017 Explore Minnesota Partnership Grant Guidelines –COMING SOON!**

Available for downloading online at www.exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/
Grant Program REMINDERS!

- Projects that are included in the 2016-2017 Co-Opportunities Program are NOT eligible for grant funding. There is a checkbox on the application form to verify (by you) that none of the funds being applied for are for part of the Cooperative Advertising programs.
- Link on grantee's homepage to www.exploreminnesota.com required of ALL grantees, not just digital advertising.
- Name on the grant contract line needs to match where the vendor invoice comes from – cannot just list "SEO" or "PPC ad buy" without the place they are purchasing from.

- **2016-2017 EMT Co-Opportunities – COMING SOON!**

Available for downloading online at www.exploreminnesota.com/industry-minnesota/ways-to-get-involved/emt-co-opportunities-20152016/

2016 SMTA Meeting Dates & Locations

2016 Meeting Dates	Meeting Locations
March 2-3, 2016	RED WING
May 11-12, 2016	GRANITE FALLS
July 13-14, 2016	LAKE CITY
September 14-15, 2016 * Annual Meeting *	NORTHFIELD
November 9-10, 2016	ST. JAMES



2017 SMTA Meeting Dates & Locations

2017 Meeting Dates	Meeting Locations
March 1-2, 2017	MANKATO
May 3-4, 2017	AUSTIN
July 12-13, 2017	MARSHALL
September 13-14, 2017 * Annual Meeting *	WABASHA
November 8-9, 2017	OWATONNA