

# Southern Minnesota Tourism Association Meeting

March 2, 2017

Mankato, Minnesota

Hosted by:



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



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# SOUTHERN MINNESOTA TOURISM ASSOCIATION

## Meeting Agenda

Thursday, March 2, 2017

**Mankato**

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

9:00 a.m. Welcome from Visit Mankato and SMTA Introductions

**Tourism Discussion:** *Working with Travel Bloggers*

### Business Meeting

- I. **Agenda Additions & Announcements** Stephanie Busiahn, SMTA President
- II. **Approve Meeting Minutes** Stephanie Busiahn, 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 Stephanie Busiahn, SMTA President
    - 2017 EMT Conference - SMTA Scholarship Recipient Report
    - Appointment of new Board Members & Delegates at Large
    - Appointment of new Executive Committee Members
  - b. Marketing Committee Report
    - Publisher of 2018 Southern Minnesota Guide
  - c. Other Tourism Association Reports?
- V. **Manager's Report/Updates** - See report in meeting packet Lisa Havelka, Regional Manager
- VI. **Other Business**

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

12:00 p.m. Educational Presentation by *Chris Willaert, Visit Mankato Sports Commission*

***Next SMTA Meeting***

***\*\*\*Austin – May 3-4, 2017 \*\*\****

2016  2/9/2017	SMTA Officers & Executive Committee Members	<b>OFFICERS TERMS:</b> The officers of the Board of Directors shall be: President, Vice President, Treasurer and Secretary. Officers shall serve a two year term and be elected at the Association's Annual Meeting. Officers shall be nominated from the Board of Directors membership, including County Representatives and Delegates at Large.					
		<b>EXECUTIVE COMMITTEE TERMS:</b> Executive Committee members shall serve three year terms and may serve up to three terms. 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.					
	POSITION	NAME	TERM ENDS				
	President	Stephanie Buisahn	2019				
	Vice President	Darin Rahm	2019				
	Secretary	Jeanne Zwart	2018				
	Treasurer	Nancy Schnable	2018				
	Past President	Christy Riley	2017				
REGION	POSITION	NAME	TERM ENDS	NUMBER OF TERM			
Prairieland							
	Executive Committee	Darin Rahm	2018	1			
	Executive Committee	Darlene Macklin	2018	3			
	Executive Committee	Christy Riley	2017	2			
Southern Lakes							
	Executive Committee	Stephanie Buisahn	2017	3			
	Executive Committee	Nancy Schnable	2018	1			
	Executive Committee	Jeanne Zwart	2018	1			
MN River Valley							
	Executive Committee	Melissa Streich	2018	2			
	Executive Committee	Anne Johnson	2018	1			
	Executive Committee	Sara Warmka	2020	1			
Bluff Country							
	Executive Committee	Kathy Jo Rodester	2020	2			
	Executive Committee	Arloa Bach	2018	1			
	Executive Committee	Cheryl Krage	2020	1			

# 2016-2017 SMTA Board of Directors

✓	S.M.T.A. Counties	COUNTY APPOINTED CONTACT	EMAIL	✓	DELEGATES AT LARGE	EMAIL
	Big Stone County	Mary Hillman - Chamber/Tourism	<a href="mailto:chamber@bigstonelake.com">chamber@bigstonelake.com</a>			
	Blue Earth County	Josh Downey, Park Supervisor Blue Earth Co.	<a href="mailto:Joshua.Downey@blueearthcountymn.gov">Joshua.Downey@blueearthcountymn.gov</a>		Katie Adelman, Visit Manakto	<a href="mailto:kadelman@visitmankatomn.com">kadelman@visitmankatomn.com</a>
	Brown County	Sarah Warmka - New Ulm CVB	<a href="mailto:sarah@newulm.com">sarah@newulm.com</a>		Audra Shaneman, New Ulm Chamber	<a href="mailto:audra@newulm.com">audra@newulm.com</a>
	Chippewa County	Jim Dahlvang – Co. Comm.	<a href="mailto:jimdahlvang@gmail.com">jimdahlvang@gmail.com</a>			
	Cottonwood County	Alexandra Leland, Windom Chamber Dir.	<a href="mailto:director@windomchamber.com">director@windomchamber.com</a>			
	Dodge County	Jane Olive, Dodge County Commissioner	<a href="mailto:ejaneolive@gmail.com">ejaneolive@gmail.com</a>			
	Faribault County	Cindy Lyon-Blue Earth Chamber	<a href="mailto:chamber@bevcomm.net">chamber@bevcomm.net</a>			
	Fillmore County				Cheryl Krage, Lanesboro Tourism	<a href="mailto:tourism@lanesboro.com">tourism@lanesboro.com</a>
	Freeborn Co.	Susie Petersen-Albert Lea CVB	<a href="mailto:susie@albertleatourism.org">susie@albertleatourism.org</a>		Kim Nelson, Dir. Freeborn Co. H.S.	<a href="mailto:kcnelson812411@yahoo.com">kcnelson812411@yahoo.com</a>
	Goodhue County	Arloa Bach-Red Wing VCB	<a href="mailto:arloa@redwing.org">arloa@redwing.org</a>		Dan King, Zumbrota Cmty Devt. Dir.	<a href="mailto:dking@ci.zumbrota.mn.us">dking@ci.zumbrota.mn.us</a>
	Houston Co.	Jack Miller, Houston Co. Commissioner	<a href="mailto:jack.miller@co.houston.mn.us">jack.miller@co.houston.mn.us</a>			
	Jackson Co.	Sharon Henning - Jackson Chamber Dir.	<a href="mailto:chamber@jacksonmn.com">chamber@jacksonmn.com</a>			
	LacQuiParle County	PJ Ellison - LacQuiParle EDA Dir.	<a href="mailto:director@lqpda.com">director@lqpda.com</a>			
	LeSueur County	Jeanne Zwart – MFEA	<a href="mailto:tjkmkmz@frontiernet.net">tjkmkmz@frontiernet.net</a>			
	Lincoln County	Sirrina Martinez – Lake Benton CVB	<a href="mailto:chamber@lakebenton.us">chamber@lakebenton.us</a> <a href="mailto:patriotrelations@gmail.com">patriotrelations@gmail.com</a> <a href="mailto:lbenton@itctel.com">lbenton@itctel.com</a>			
	Lyon County	Darin Rahm - Marshall CVB	<a href="mailto:darinr@visitmarshallmn.com">darinr@visitmarshallmn.com</a>			
	Martin County	Stephanie Busiahn - Fairmont CVB	<a href="mailto:director@fairmontcvb.com">director@fairmontcvb.com</a>			
	Mower County	Nancy Schnable - Austin CVB	<a href="mailto:director@austincvb.com">director@austincvb.com</a>			
	Murray County	Christy Riley - EDA	<a href="mailto:criley@co.murray.mn.us">criley@co.murray.mn.us</a>			
	Nicollet County	Jessica Becker - Nicollet Co Historical Society	<a href="mailto:director@nchsmn.org">director@nchsmn.org</a>		Ed Lee, St. Peter Chamber Dir.	<a href="mailto:spchamberpres@hickorytech.net">spchamberpres@hickorytech.net</a>
	Nobles County	Darlene Macklin-Worthington CVB	<a href="mailto:dmackl@frontiernet.net">dmackl@frontiernet.net</a>		Ashley Goettig, Worthington CVB	<a href="mailto:agoettig@frontier.com">agoettig@frontier.com</a>
	Olmsted County				Mary Gastner Rochester CVB	<a href="mailto:mgastner@rochestercvb.org">mgastner@rochestercvb.org</a>
	Pipestone County	Mick Myers - County Appointed	<a href="mailto:mklad@iw.net">mklad@iw.net</a>		Erica Volkir, Pipestone Area Chamber & CVB	<a href="mailto:director@pipestoneminnesota.com">director@pipestoneminnesota.com</a>
	Redwood County	Anne Johnson - Redwood Area Chamber & Tourism Dir.	<a href="mailto:anne@redwoodfalls.org">anne@redwoodfalls.org</a>			
	Renville County	Bob Fox - Commissioner	<a href="mailto:bob_f@co.renville.mn.us">bob_f@co.renville.mn.us</a>		Susie Lang, Renville Co. EDA	<a href="mailto:susiel@renvillecountymn.com">susiel@renvillecountymn.com</a>
	Rice County	Nort Johnson - Faribault Tourism	<a href="mailto:nort@faribaultmn.org">nort@faribaultmn.org</a>		Lisa Peterson, Northfield CVB	<a href="mailto:lisa@visitingnorthfield.com">lisa@visitingnorthfield.com</a>
	Rock County	Jane Wildung Lanphere - Chamber	<a href="mailto:luvernechamber@co.rock.mn.us">luvernechamber@co.rock.mn.us</a>			
	Sibley County	Pat Steckman - Sibley Co. Rep	<a href="mailto:pdsteck@gmail.com">pdsteck@gmail.com</a>			
	Steele County	Jim Abbe - Steele Co. Commissioner	<a href="mailto:jim.abbe@co.steele.mn.us">jim.abbe@co.steele.mn.us</a>		Katie Godfrey, Owatonna Tourism	<a href="mailto:kgodfrey@owatonna.org">kgodfrey@owatonna.org</a>
	Swift County	Melissa Caruth - UMRVA	<a href="mailto:Melissa.carruth@umvrdc.org">Melissa.carruth@umvrdc.org</a>			
	Traverse County					
	Wabasha County	Christina Dawson, Wabasha Chamber Director	<a href="mailto:director@wabashamn.org">director@wabashamn.org</a>		Kathy Jo Rodester, Lake City Tourism	<a href="mailto:lakecitytourism@outlook.com">lakecitytourism@outlook.com</a>
	Waseca County	Carol Raimann - Waseca County EDA	<a href="mailto:carolr@roundbank.com">carolr@roundbank.com</a>			
	Watsonwan Co.				Angela Rathman, St. James CVB	<a href="mailto:arathman@lasson.net">arathman@lasson.net</a>
	Winona Co.	Pat Mutter-Visit Winona CVB	<a href="mailto:pmutter@visitwinona.com">pmutter@visitwinona.com</a>			
	Yellow Medicine Co.	Mary Gillespie, Granite Falls Chamber of Commerce	<a href="mailto:gfchamber@mtvwireless.com">gfchamber@mtvwireless.com</a>			

# Southern MN Tourism Budget and Financial Report

*Report as of 2/20/17*

<b>Deposits</b>			
County Funding 1/1/2017-2/20/17	\$ 12,947.25		as of 2/20/17
Interest	\$ -		
Carry over from 2016	\$ 12,859.39		
<b>Current Balance</b>	<b>\$ 25,806.64</b>	<b>as of 2/20/17</b>	

<b>EXPENSES</b>		<i>budgeted</i>	
Marketing	\$ 19,378.89	\$ 20,000.00	<i>paid in 2016</i>
SMTA attendee to EMT conference		\$ 300.00	
Awards		\$ 150.00	
Postage/Constant Contact	\$ 117.62	\$ 600.00	<i>paid in 2016</i>
Mileage		\$ 500.00	
Ad in EMT Guide	\$ 2,255.00	\$ 2,500.00	<i>paid in 2016</i>
Airport Distribution	\$ 525.00	\$ 550.00	<i>paid in 2016</i>
Barcodes Plus- Guide Distribution		\$ 2,500.00	
<b>Total Expenses</b>	<b>\$ 22,276.51</b>		

<b>Savings</b>	\$25,010.13	as of 11/2/16
<b>Interest</b>	3.78	
<b>Current Balance</b>	<b>\$25,013.91</b>	<b>as of 2/20/17</b>



**SOUTHERN MINNESOTA TOURISM ASSOCIATION**  
**2017 County Appropriations**

COUNTY	FUNDING 2017	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	\$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	\$1,295.00	25893	1,294.65
Chippewa	\$750.00	\$750.00	\$750.00	\$750.00	12441	\$622.05
Cottonwood Co./Windom CVB	\$300	\$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	\$1,056.10	20866	1,043.30
Freeborn/Albert Lea CVB	\$500.00	\$500.00	\$500.00	\$500.00	31255	1,562.75
Goodhue		\$0.00	\$1,000.00	\$1,000.00	46183	2,309.15
Houston		\$951.35	\$945.80	\$945.80	19027	\$951.35
Jackson Co./Jackson Lodging	\$750.00	\$750.00	\$750.00	\$750.00	10266	\$513.30
LacQuiParle		\$500	\$500.00	\$500.00	7259	\$362.95
LeSueur	\$1,385.15	\$1,385.15	\$1,335.00	\$1,335.00	27703	1,385.15
Lincoln		\$300	\$300.00	\$300.00	5896	\$294.80
Lyons/Marshall CVB/FDA	\$1,292.85	\$1,292.85	\$1,292.85	\$0.00	25857	1,292.85
Martin	\$737.00	\$737.00	\$737.00	\$737.00	20840	1,042.00
Mower	\$500.00	\$500.00	\$500.00	\$500.00	39163	1,958.15
Murray	\$436.25	\$436.25	\$436.25	\$436.00	8725	\$436.25
Nicollet	\$1,636.35	\$1,636.35	\$1,646.00	\$1,646.00	32727	1,636.35
Nobles/Worthington CVB	\$1,068.90	\$1,068.90	\$1,069.85	\$1,069.85	21378	1,068.90
Olmsted/Rochester CVB	\$1,000.00	\$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	\$841.00	16059	\$802.95
Renville	\$786.50	\$786.50	\$785.00	\$785.00	15730	\$786.50
Rice	\$1,331.00	\$0.00	\$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	\$500.00	9783	\$489.15
Traverse		\$0.00	\$0.00	\$0.00	3558	\$177.90
Wabasha	\$500.00	\$500.00	\$0.00	\$500.00	21664	1,083.20
Waseca		\$478.50	\$957.00	\$478.50	19136	\$956.80
Watsonwan/St. James Chamber	\$560.55	\$560.55	\$550	\$0.00	11211	\$560.55
Winona		\$495.00	\$495.00	\$495.00	51461	2,573.05
Yellow Medicine	\$321.90	\$321.90	\$0.00	\$0.00	6438	\$321.90
<b>TOTAL</b>	<b>\$17,812.00</b>	<b>\$26,246.30</b>	<b>\$29,494.30</b>	<b>\$28,372.70</b>	<b>905617</b>	<b>\$45,280.85</b>

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 \$26,246.30

2017 County Funding (YTD) \$17,812.00



## SOUTHERN MINNESOTA TOURISM ASSOCIATION

March 2, 2017 Mankato

### Manager's Report

- **2016 EMT Marketing Partnership Grant Program Deadline March 31, 2017**

REMINDER!!! March 31, 2017 is the FINAL deadline to submit your invoice for payment along with all the required documentation for your 2016 Explore Minnesota Marketing Grants. If you miss the March 31, 2017 deadline your funds will be canceled.

- **2017 EMT Conference Presentations Available Online**

Presentations and other materials from the conference are being posted on the industry website <http://www.exploreminnesota.com/industry-minnesota/tools-training/2017-tourism-conference/>

- **Group Tour Opportunities with EMT**

Save the dates for these group tour opportunities with Explore Minnesota this spring.

- Travel Leader and Tour Operator Appreciation Luncheon – April 27
- Winnipeg Sales Mission – May 3-5

Please contact Jessica Dodge at Explore Minnesota with questions or for more information at 651-757-1873 or [jessica.dodge@state.mn.us](mailto:jessica.dodge@state.mn.us).

- **EMT New Events Grant Program**

There is still time to apply for EMT's New Events Grant Program, the deadline is April 3, 2017.

Grant guidelines and applications can be found at [exploreminnesota.com/industry-minnesota/ways-to-get-involved/new-events-grants/](http://exploreminnesota.com/industry-minnesota/ways-to-get-involved/new-events-grants/). For questions on the New Event Grant Program, email or call Lori Peterson at [lori.a.peterson@state.mn.us](mailto:lori.a.peterson@state.mn.us) or 651-757-1876.

- **2017 SMTA County Appropriations**

2017 County Appropriation Invoices were mailed to your County Auditor at the end of June 2016 and at the end of December 2016. 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.

- **Listings on ExploreMinnesota.com & Sign-up for EMT Express**

Be sure to 'seasonally' update your Attraction & Event Listings on [exploreminnesota.com](http://exploreminnesota.com) at [admin.exploreminnesota.com](http://admin.exploreminnesota.com) and sign-up for EMT Express bi-weekly e-newsletter if you are not receiving or sign-up your local tourism attractions, hotels, and County Commissioners to learn more about our tourism industry happenings-[www.exploreminnesota.com/forms/Contacts/Sign\\_Up\\_for\\_the\\_EMT\\_Express\\_Newsletter.aspx](http://www.exploreminnesota.com/forms/Contacts/Sign_Up_for_the_EMT_Express_Newsletter.aspx)

- **2017 SMTA Meeting Dates** – see reverse for meeting dates and locations.



*naturally different*

**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