

Southern Minnesota Tourism Association Meeting

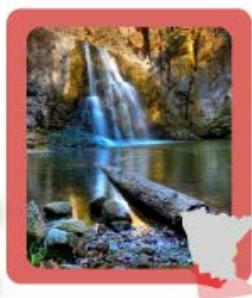
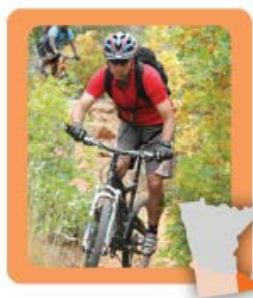
March 2, 2017

Mankato, Minnesota

Hosted by:



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. <u>Agenda Additions & Announcements</u>	Stephanie Busiahn, SMTA President
II. <u>Approve Meeting Minutes</u>	Stephanie Busiahn, SMTA President
III. <u>Financial Reports</u>	Nancy Schnable, SMTA Treasurer Lisa Havelka, Regional Manager
IV. <u>Committee Reports</u>	Stephanie Busiahn, SMTA President
a. Executive Committee Report	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Publisher of 2018 Southern Minnesota Guide
c. Other Tourism Association Reports?	
V. <u>Manager's Report/Updates</u> - See report in meeting packet	Lisa Havelka, Regional Manager
VI. <u>Other Business</u>	

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	OFFICERS TERMS: 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.					
		EXECUTIVE COMMITTEE TERMS: 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	chamber@bigstonelake.com			
	Blue Earth County	Josh Downey, Park Supervisor Blue Earth Co.	Joshua.Downey@blueearthcountymn.gov		Katie Adelman, Visit Manakto	kadelman@visitmankatomm.com
	Brown County	Sarah Warmka - New Ulm CVB	sarah@newulm.com		Audra Shaneman, New Ulm Chamber	audra@newulm.com
	Chippewa County	Jim Dahlvang - Co. Comm.	jimdahlvang@gmail.com			
	Cottonwood County	Alexandra Leland, Windom Chamber Dir.	director@windomchamber.com			
	Dodge County	Jane Olive, Dodge County Commissioner	ejaneolive@gmail.com			
	Faribault County	Cindy Lyon-Blue Earth Chamber	chamber@bevcomm.net			
	Fillmore County				Cheryl Krage, Lanesboro Tourism	tourism@lanesboro.com
	Freeborn Co.	Susie Petersen-Albert Lea CVB	susie@albertleatourism.org		Kim Nelson, Dir. Freeborn Co. H.S.	knelson812411@yahoo.com
	Goodhue County	Arloa Bach-Red Wing VCB	arloa@redwing.org		Dan King, Zumbrota Cnty Devt. Dir.	dking@ci.zumbrota.mn.us
	Houston Co.	Jack Miller, Houston Co. Commissioner	jack.miller@co.houston.mn.us			
	Jackson Co.	Sharon Henning - Jackson Chamber Dir.	chamber@jacksonmn.com			
	LacQuiParle County	PJ Ellison - LacQuiParle EDA Dir.	director@lqpedia.com			
	LeSueur County	Jeanne Zwart - MFEA	tjkmkmz@frontiernet.net			
	Lincoln County	Sirrina Martinez – Lake Benton CVB	chamber@lakebenton.us patriotrelations@gmail.com	lbenton@itctel.com		
	Lyon County	Darin Rahm - Marshall CVB	darinr@visitmarshallmn.com			
	Martin County	Stephanie Busiahn - Fairmont CVB	director@fairmontcvb.com			
	Mower County	Nancy Schnable - Austin CVB	director@austincvb.com			
	Murray County	Christy Riley - EDA	criley@co.murray.mn.us			
	Nicollet County	Jessica Becker - Nicollet Co Historical Society	director@nchsmn.org		Ed Lee, St. Peter Chamber Dir.	spchamberpres@hickorytech.net
	Nobles County	Darlene Macklin-Worthington CVB	dmackl@frontiernet.net		Ashley Goettig, Worthington CVB	agoettig@frontier.com
	Olmsted County				Mary Gastner Rochester CVB	mgastner@rochestercvb.org
	Pipestone County	Mick Myers - County Appointed	mklad@iw.net		Erica Volkir, Pipestone Area Chamber & CVB	director@pipestoneminnesota.com
	Redwood County	Anne Johnson - Redwood Area Chamber & Tourism Dir.	anne@redwoodfalls.org			
	Renville County	Bob Fox - Commissioner	bob_f@co.renville.mn.us		Susie Lang, Renville Co. EDA	susiel@renvillecountymn.com
	Rice County	Nort Johnson - Faribault Tourism	nort@faribaultmn.org		Lisa Peterson, Northfield CVB	lisa@visitingnorthfield.com
	Rock County	Jane Wildung Lanphere - Chamber	luvernechamber@co.rock.mn.us			
	Sibley County	Pat Steckman - Sibley Co. Rep	pdsteck@gmail.com			
	Steele County	Jim Abbe - Steele Co. Commissioner	jim.abbe@co.steele.mn.us		Katie Godfrey, Owatonna Tourism	kgodfrey@owatonna.org
	Swift County	Melissa Caruth - UMRVA	Melissa.carruth@umrvdc.org			
	Traverse County					
	Wabasha County	Christina Dawson, Wabasha Chamber Director	director@wabashamn.org		Kathy Jo Roderer, Lake City Tourism	lakecitytourism@outlook.com
	Waseca County	Carol Raimann - Waseca County EDA	carolr@roundbank.com			
	Watonwan Co.				Angela Rathman, St. James CVB	arathman@lasson.net
	Winona Co.	Pat Mutter-Visit Winona CVB	pmutter@visitwinona.com			
	Yellow Medicine Co.	Mary Gillespie, Granite Falls Chamber of Commerce	gtchamber@mvtvwireless.com			

Southern MN Tourism

Budget and Financial Report

Report as of 2/20/17

Deposits

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

EXPENSES

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	
Total Expenses	\$ 22,276.51		

Savings

Interest

Current Balance

\$25,010.13 as of 11/2/16

3.78

\$25,013.91 as of 2/20/17



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
Lyon/Marshall CVB/EDA	\$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
Watonwan/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
TOTAL	\$17,812.00	\$26,246.30	\$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 \$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.exploremn.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.

- **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 exploremn.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 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 exploremn.com at admin.exploremn.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.exploremn.com/forms/Contacts/Sign_Up_for_the_EMT_Express_Newsletter.aspx

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



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