Southern Minnesota Tourism Association

Thursday September 15, 2016 Archer House

200 Division St. S. Northfield MN 55057

Christy Riley, SMTA President: opened the meeting at 9:10 am and introduced:

Lisa Peterson-Northfield, who welcomed everyone and introduced:

Northfield Mayor Dana Graham, who welcomed everyone and introduced:

Lisa Peterson introduced:

Todd Bornhauser, Northfield Chamber & Tourism President, welcomed and thanked everyone for coming.

Self-intros were made

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| Anne Johnson-Redwood Falls  Arloa Bach-Red Wing Chamber & Visitors Center  Chad Jacobsen-Star Tribune  Cheryl Krage-Lanesboro Co Tourism  Christy Riley-SMTA President  Cindy Lyon-Blue Earth  Corky Ebeling-Steele Co Commissioner  Darin Rahm-Visit Marshall  Evy Nerbonne-sales consultant ValPak of Minnesota Direct Mail & Digital Marketing  Hayes Scriven: Northfield Historical Society and Tourism Group  Jan Lasar-MN Trails Magazine  Jeanne Zwart-Elysian / LeSueur Co  Jennie Firchau: St James Chamber & CVB Director  Jim Piga-Star Tribune  John Grimm-Montgomery Hall  Kara Kanoff-New Ulm Main St  Kathy Jo Rodester-Lake City Tourism and Wabasha County  Katie Adelman-Visit Mankato  Katie Godfrey-Owatonna Chamber of Commerce & Tourism  Keely Riley- Green Spring Media  Lisa Babington-Lake City Economic Development Authority  Lisa Havelka-EMT Southern Manager  Lisa Marchand- Green Spring Media  Lisa Peterson-Northfield Area Commerce & Tourism  Pam Ellison-Lac qui Parle Co / Western Prairie Waters Tourism  Mary Gillespie-Granite Falls Chamber Director and MN Byway and Prairie Waters  Mick Myers-Pipestone Co  Nancy Schnable-Austin  Nort Johnson-Faribault Chamber  Pat Mutter-Winona Co /  Pat Steckman: Henderson/Sibley Co  Sarah Warmka: New Ulm Chamber & CVB  Sarina Otaibi-MN Main St Coordinator  Sarah Wangen-Preston Tourism & Chamber director  Stephanie Busiahn-Vice President: Fairmont CVB  Susie Petersen-Albert Lea / Freeborn Co  Todd Bornhauser-Northfield Chamber & Tourism President |

9:58: break into three groups and talk about EMT Grant Program (handouts).

Agenda-Christy Riley: no need to approve

Minutes of July 13 2016: (emailed out) motion to approve (M/S/P Pam Ellison & Darin Rahm-unanimous)

By-Laws Change-Christy Riley: proposed changes were emailed out, passed yesterday by Executive Committee:

CURRENT BYLAWS (adopted last year):   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.

PROPOSED NEW:  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 every two years at the Association's Annual Meeting, Officers shall be nominated from the Board of Directors membership, including County Representatives and Delegates at Large.

Motion to approve change #1 officer terms will be two years instead of three (M/S/P Susie Petersen & Mick Myers-unanimous)

By-Laws change #2: number of representatives on Exec Committee would be changed to up to three, passed yesterday by Executive Committee:

**Under Article II - Section 10 - change the first sentence.**

CURRENT BYLAWS (adopted last year):  An Executive Committee of the Board shall be made up of thirteen Board members, including two representatives from each sub-region of SMTA, the past president, and four officers. All Executive Committee Members shall be representative of the 36 County Region of the Southern Minnesota Tourism Association. Board members.  They shall be given authority to act and/or advise for the full Board of Directors.

PROPOSED NEW:  An Executive Committee of the Board shall consist of up to three representatives from each sub-region of SMTA, including the past president, and four officers (President, Vice-President, Secretary and Treasurer). All Executive Committee Members shall be representative of the 36 County Region of the Southern Minnesota Tourism Association.  They shall be given authority to act and/or advise for the full Board of Directors.

Motion to approve (M/SP Cindy Lyons & Pat Mutter-unanimous)

SMTA Board of Directors List of Representatives-Christy Riley (on back of agenda-has been updated by Lisa Havelka)

Motion to approve (M/S/P Darin Rahm & Nancy Schnable-unanimous)

To serve on the Executive Committee or serve as an officer, you must be the county appointed rep or the delegate at large.

Must attend three of the five scheduled meetings of the year to serve on the Executive Committee.

Election of Executive Committee members

MN River Valley Sarah Warmka has agreed, nominations from the floor were asked for three times, a unanimous ballet was called for (M/S/P Corky Ebeling & Pat Mutter-unanimous)

Bluff Country Kathy Rodester and Sarah Wangen-Preston, Cheryl Krage asked to have her name removed due to a job conflict, a written ballet was passed out. Corky Ebeling, Nancy Schnable and Katie Godfrey counted the ballots: Sarah Wangen was elected. (MSP Corky Ebeling & Nancy Schnable-unanimous)

Election of President: Stephanie Busiahn has agreed to serve. Christy asked for nominations from the floor three times-none made, a unanimous ballet was called for, motion to approve (MSP Pam Ellison & Nancy Schnable-unanimous).

Election of Vice President: Darin Rahm has agreed Christy asked for nominations from the floor three times-none made, a unanimous ballet was called for, motion to approve (M/S/P Pam Ellison & Nancy Schnable-unanimous)

Treasurer’s Report-Nancy Schnable: (green handout): Motion to approve (M/S/P Jeanne Zwart & Pat Steckman-unanimous).

Lake City Meeting in July minutes: motion to approve (M/S/P Mick Myers & Jenni Firchau-unanimous)

Financial Report-Nancy Schnable: (green handout) motion to approve (M/S/P Stephanie Busiahn & Corky Ebeling-unanimous)

County Funding Update-Lisa Havelka: (green back sheet handout) 3 counties yet to pay for 2016. Christy Riley talked about the importance of the county participation.

2016 Audit Committee asked for three volunteers to review the books and do an internal audit and present the results at the November meeting: volunteers are: Kathy Jo Rodester, Pat Steckman and Jenni Firchau.

Marketing Committee-Stephanie Busiahn: copies available of the recap of 2016 marketing plan available. Working with Derek Ramthun looking at 37% Print/ 63% digital. Looking at doing a test market of 20% of the funds which will be South Dakota, 40% Twin Cities and 40% Iowa (M/S/P Mick Myers & Cindy Lyons)

MACVB-Stephanie Busiahn: annual meeting will be in SOUTHERN hosted in Winona October 3 & 4, 2016. Everyone is welcome to attend. it would be great to have a big presence from the southern cities. Lisa Havelka will send out more information.

The UMCVB (Upper Midwest) conference is September 18-20 in Rapid City, SD.

2017 Southern Minnesota Guide Update -Greenspring Media: Keely Riley reported on the sales progress of the 2017 Southern Guide. The back cover is still available. Lisa Marchand reported on the progress of the production of the guide. It will go to press in December and available by January 16.

Manager’s Report- Lisa Havelka: (tan handout)

New Events Grant program-guidelines are now available online for new bids and sponsorship and event operations. Grant submissions are able to be made quarterly.

Marketing grant partnership grant submissions are due October 14.

Co-opportunities for 2016-2017 now available on industry website/also handout at meeting, those in gray on the handout are not yet available but will be coming soon

Explore MN Program Guide 2016-2017 brochure available

EMT Southern Regional Office has relocated to

Explore Minnesota Attn: Lisa Havelka southern manager

PO Box 454 Medford, MN 55049

Phone 507-389-2683 / 888-975-6766 /

Cell 507-837-9042 / FAX 651-837-7095 (new)

lisa.havelka@state.mn.us

Motion to adjourn at 11:47 am (M/S/P Nancy Schnabel & Darin Rahm- unanimous)

Respectfully submitted, Jeanne Zwart -Secretary

DOOR PRIZES

Next SMTA Meeting November 9 & 10 St James

LUNCH

Speaker: Sarina Otaibi-MN Main St. Coordinator

Minnesota Main Street Program Website [www.mnpreservation.org/services/minnesota-main-street/start-a-community-main-street-program/](http://www.mnpreservation.org/services/minnesota-main-street/start-a-community-main-street-program/)

1.Economic Vitality-strengthening existing businesses / strengthening development / incubating and recruiting new businesses / retail challenge / making the district more attractive to investment /

2. Promotion-marketing the commercial district through retail events & festivals / marketing and branding

3. Organization: building consensus and cooperation among public and private groups and individuals and- / public relations / fundraising / volunteers /

4. Design: enhancing the district’s physical appearance-historic buildings / good signage /vacant lots and infill

The refresh approach. Emphasis on strategy and outcome.  
MISSION To lead and inspire people to connect with historic places, promoting community vitality.  
PURPOSE We are a 501(c) (3) nonprofit organization working statewide for the use, reuse and preservation of historic buildings and sites. At Preservation Alliance of Minnesota (PAM), our core services help educate, motivate and strengthen communities. Our staff, volunteers, members, Board and partners protect and promote Minnesota’s shared environment and its heritage.

The Minnesota Historical Society and the McKnight Foundation are just two of the many groups supporting our mission. Who else is a part of PAM? Neighborhood groups join for advice on historic designations or saving important structures. Developers seek us out for investment partnerships; REALTORS® and homeowners for unique classes; Main Street communities for a proven path to economic strength.

Whether you are an individual or part of a group or business, if you believe in a future that honors the past, welcome to PAM. PAM is the only preservation-based nonprofit in Minnesota dedicated to serving the entire state. With offices located in St. Paul and Granite Falls, it has the power of the entire PAM staff and all its capabilities behind it to deliver classes, support and input on local preservation issues as they develop.