



## TOURISM COMMISSION MEETING

January 23, 2017 – 4:30 – 5:30 p.m. – City Hall

1. **Call to Order & Roll Call**
2. **Routine Business – Consent Agenda**
  - A. Minutes of the previous meeting
  - B. Financial reports
    - Monthly Bills Report
    - Previous month P & L
    - Year to date Budget to Actual
3. **Requests to be heard (3 min each)**
4. **Review Visitor Guide**
5. **Review New Website**
6. **Directors Report**
  - A. Lodging Tax Breakdowns
  - B. 2016 Revenue Comparisons
  - C. MACVB Update
  - D. Tourism Conference Coming Up
  - E. Blogging Schedule
  - F. Hospitality Group Feedback
7. **Adjourn**

**City of Faribault  
Tourism Commission Minutes  
Monday, November 28, 2016 at 4:30 p.m.  
Faribault City Hall – Public Meeting Room**

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**1. Call to Order & Roll Call**

Commission Chair Kevin Voracek called the meeting to order at 4:38 p.m. in the Public Meeting Room of the Faribault City Hall.

Commission members present: Susan Garwood, Rod Gramse, Erin Sellner-Honken, John Sheesley, Kevin Voracek and Tami Schluter. Commissioners absent: Jana Woodside. Also present: City Administrator Brian Anderson, Marketing Director Nort Johnson, and Community Development Department Secretary Sandi Tidemann.

**2. Routine Business**

A. Minutes (September and October)

Motion by Commissioner Sheesley, second by Commissioner Garwood, to approve the corrected minutes of September 26, 2016, and the regular minutes of October 24, 2016 as presented. Motion carried.

B. Financial Reports:

The monthly paid bills report, monthly P & L, and current Budget reports were submitted for approval. Director Johnson noted that the budget is on track.

Sheesley wondered if he could have a meeting sometime to go into depth on the financials because he's new and would like a better understanding. Sheesley also asked if the Commission got bids from Advertising Agencies (other than the Chamber) and if there some expenses that could be cut to enhance others. Gramse and Voracek explained the selection procedure (MN Statutes) and City Councils' decision to go with the local Chamber with a personal aspect and consistency.

Chair Voracek asked Anderson to give Sheesley a copy of the Contract for Services with the Chamber of Commerce and the Statue in regards to using the dollars collected through the lodging tax.

Motion by Commissioner Gramse second by Commissioner Sellner-Honken to approve the report as presented. Motion carried.

**3. Requests to be heard – None**

**4. Items for Discussion**

Chair Voracek asked if there was any discussion on the budget. Director Johnson indicated no new information since the last meeting, except for a couple of minor changes as discussed at the last meeting. No motion was made.

**Commissioner Schluter arrived at 5:06 PM.**

**5. 2917 EMT Grant Success**

Director Johnson noted they were awarded the grant (full amount \$7500) and the contracts have been executed. Chair Voracek liked the fact the award dollars were broken out so they can see where they will be going. Johnson feels everyone is very excited over the campaign.

**6. Review top 3 creative options for ads and VG cover**

Director Johnson has narrowed it down to three images. He asked the Commission to pick their top one or two. He is looking for images with people, event and/or activity, business logo, and vibrant colors. The Commission agrees the print should not over-think or add too much to make it busy or crowded. Consensus of the Commission was the vibrant downtown scene with the classic red car and fleur-de-lis. Johnson asked for suggestions on the image of the girl and bicycle. He is going to tweak it and bring it back for use on the next campaign.

**7. Website Progress Review/Demo**

Chair Voracek informed the Commission Josh Elwood was not available so there would not be a website demonstration.

Director Johnson hopes the site will launch on Thursday. Johnson is looking for good pictures with people in them. He's looking for compelling images. Garwood doesn't want to use images that have not happened in Faribault as to disappoint an individual who came to Faribault "just for that event". If the picture is not an everyday or yearly event, a footnote can be added when it was/will be held.

**8. Review Google and Facebook Stats**

Director Johnson handed out statistics on the hits on Google and Facebook. He noted the results were interesting. Most of the hits are organically through interest and not paid for, but Johnson feels this will continue to grow. Johnson talked about how people were finding their way to our website. Referrals from the State dropped this past year. He thinks it's a change in policy and divisions. Johnson also feels the counts will go up when extended camping opens up.

If the Commission can choose key statistics to create the dashboard page of the most important to keep track of, the dashboard will be featured next year.

**9. December Meeting**

Consensus from the Commission is a December meeting is not necessary since they have met the required meetings for the year. Since they will meet for the closeout of "Creative", an email with the report and a copy of the draft Compliance Letter is sufficient.

## **10. Directors Report**

Johnson informed the Commission they are still in the Beer Dabblers but not sure about the other partners. They were nominated for an award from "Mini Road Trip". A comprehensive packet was worked up and given to them.

They are on track with projected 10 to 11% increase this year. Johnson has plans to place several stands in willing businesses around town with brochures/information on goods/activities/attractions in Faribault and then track how it pans out. He is watching the stand at the Paradise and will keep a close eye on it for progress.

Director Johnson has asked Anderson to help him draft the Compliance Letter stating they have met the terms of the contract for 2016 and have it ready for City Council in February along with their report.

## **11. Adjourn**

Motion by Commissioner Sheesley, seconded by Commissioner Gramse, to adjourn the meeting at 5:43 p.m. Motion carried.

Respectfully submitted,

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Sandi Tidemann  
Community Development Department Secretary

## Faribault Area Chamber of Commerce Inc. Tourism Profit & Loss Budget vs. Actual

January through December 2016

	Jan - Dec 16	Budget	% of Budget
<b>Income</b>			
<b>Tourism Income</b>			
Tourism Lodging Tax	107,664.72	92,000.00	117.03%
FDN Partnership	0.00	1,000.00	0.0%
CO-OP Income	3,249.00	2,800.00	116.04%
Tourism Sales	320.00	1.00	32,000.0%
<b>Total Tourism Income</b>	<b>111,233.72</b>	<b>95,801.00</b>	<b>116.11%</b>
<b>Total Income</b>	<b>111,233.72</b>	<b>95,801.00</b>	<b>116.11%</b>
<b>Gross Profit</b>	<b>111,233.72</b>	<b>95,801.00</b>	<b>116.11%</b>
<b>Expense</b>			
<b>Tourism Expense</b>			
<b>Tourism Overhead</b>			
Tourism Dues and Subscriptions	705.00	700.00	100.71%
Overhead	18,000.00	18,000.00	100.0%
<b>Total Tourism Overhead</b>	<b>18,705.00</b>	<b>18,700.00</b>	<b>100.03%</b>
<b>Tourism Marketing Services</b>			
Development/Training	2,215.56	1,700.00	130.33%
Marketing Services	33,000.00	33,000.00	100.0%
Tourism Marketing Services - Other	136.05	0.00	100.0%
<b>Total Tourism Marketing Services</b>	<b>35,351.61</b>	<b>34,700.00</b>	<b>101.88%</b>
<b>Tourism- Marketing</b>			
Tourism Website	420.00	5,000.00	8.4%
Tourism Ad Production	1,629.32	2,500.00	65.17%
Tourism Promotional Items	180.42	500.00	36.08%
Tourism Highway Signs	3,525.00	3,055.00	115.39%
Tourism Postage	1,087.31	1,400.00	77.67%
Tourism Travel Shows	455.24	1,300.00	35.02%
Brochure Display/Distribution	4,128.27	2,775.00	148.77%
Display Piece	955.64	830.00	115.14%
EMT Sports Show Dist	0.00	160.00	0.0%
Other Expense- Tourism	0.00	0.00	0.0%
Tourism- Marketing - Other	1,172.73	1,000.00	117.27%
<b>Total Tourism- Marketing</b>	<b>13,553.93</b>	<b>18,520.00</b>	<b>73.19%</b>
<b>Tourism Advertising</b>			
EMT Grant AAA	1,922.00	1,117.00	172.07%
EMT Grant IA Sportsman	840.00	975.00	86.15%
EMT Grant Billboard	1,200.00	1,688.00	71.09%
Explore Minnesota Travel Guide	7,030.00	7,030.00	100.0%
SMTA Guide	4,800.00	4,800.00	100.0%
AAA MN Bike Co-op Page	1,100.00	1,922.00	57.23%
MNMO Travel	350.00	350.00	100.0%
MNMO Weekend Best Bets	290.00	350.00	82.86%
MNMO Online Contest	500.00	500.00	100.0%
MNMO Blog Sponsorship	750.00	750.00	100.0%

## Faribault Area Chamber of Commerce Inc. Tourism Profit & Loss Budget vs. Actual

January through December 2016

	Jan - Dec 16	Budget	% of Budget
MNTrails The works online	500.00	750.00	66.67%
Minne Road Trip	3,677.11	3,000.00	122.57%
Billboards	5,547.00	4,969.00	111.63%
EXP MN Group Tour Planner	0.00	510.00	0.0%
Unallocated Opportunity Buys	3,972.42	2,169.00	183.15%
Tourism Advertising - Other	400.00	0.00	100.0%
<b>Total Tourism Advertising</b>	<b>32,878.53</b>	<b>30,880.00</b>	<b>106.47%</b>
Tourism Expense - Other	0.00		
<b>Total Tourism Expense</b>	<b>100,489.07</b>	<b>102,800.00</b>	<b>97.75%</b>
<b>Total Expense</b>	<b>100,489.07</b>	<b>102,800.00</b>	<b>97.75%</b>
<b>Net Income</b>	<b>10,744.65</b>	<b>-6,999.00</b>	<b>-153.52%</b>

**Faribault Area Chamber of Commerce Inc.**  
**Tourism Profit & Loss**

December 2016

Dec 16

<b>Income</b>	
<b>Tourism Income</b>	
Tourism Lodging Tax	19,911.13
<b>Total Tourism Income</b>	<u>19,911.13</u>
<b>Total Income</b>	<u>19,911.13</u>
<b>Gross Profit</b>	<u>19,911.13</u>
<b>Expense</b>	
<b>Tourism Expense</b>	
<b>Tourism Overhead</b>	
Overhead	1,500.00
<b>Total Tourism Overhead</b>	<u>1,500.00</u>
<b>Tourism Marketing Services</b>	
Marketing Services	2,750.00
<b>Total Tourism Marketing Services</b>	<u>2,750.00</u>
<b>Tourism- Marketing</b>	
Tourism Ad Production	25.00
Tourism Highway Signs	590.00
Tourism Postage	137.96
Brochure Display/Distribution	450.17
Tourism- Marketing - Other	50.00
<b>Total Tourism- Marketing</b>	<u>1,253.13</u>
<b>Tourism Advertising</b>	
AAA MN Bike Co-op Page	1,100.00
<b>Total Tourism Advertising</b>	<u>1,100.00</u>
<b>Total Tourism Expense</b>	<u>6,603.13</u>
<b>Total Expense</b>	<u>6,603.13</u>
<b>Net Income</b>	<u><u>13,308.00</u></u>

Faribault Area Chamber of Commerce Inc.  
**Tourism Paid Bills Report**

December 2016

Expense	Type	Date	Name	Memo	Amount
Tourism Expense					
Tourism Overhead					
Overhead	General Journal	12/17/2016		Tourism- Agency Services	<u>1,500.00</u>
Total Overhead					<u>1,500.00</u>
Total Tourism Overhead					<u>1,500.00</u>
Tourism Marketing Services					
Marketing Services	General Journal	12/17/2016		Tourism staffing services	<u>2,750.00</u>
Total Marketing Services					<u>2,750.00</u>
Total Tourism Marketing Services					<u>2,750.00</u>
Tourism- Marketing					
Tourism Ad Production	Bill	12/31/2016	Aubrey Helbling	Tilt-a-Whirl close up	<u>25.00</u>
Total Tourism Ad Production					<u>25.00</u>
Tourism Highway Signs	Bill	12/07/2016	Fairway Outdoor Advertising, LLC	highway signs	<u>295.00</u>
	Bill	12/19/2016	Fairway Outdoor Advertising, LLC	tourism marketing	<u>295.00</u>
Total Tourism Highway Signs					<u>590.00</u>
Tourism Postage	General Journal	12/31/2016		Tourism postage on postage meter	<u>137.96</u>
Total Tourism Postage					<u>137.96</u>
Brochure Display/Distribution	Bill	12/07/2016	CTM Media Group	brochure display	<u>450.17</u>
Total Brochure Display/Distribution					<u>450.17</u>
Tourism- Marketing - Other	Check	12/22/2016	Roy Anderson	Tourism	<u>50.00</u>
Total Tourism- Marketing - Other					<u>50.00</u>
Total Tourism- Marketing					<u>1,253.13</u>
Tourism Advertising					
AAA MN Bike Co-op Page	Bill	12/31/2016	Greenspring Media	tourism advertising	<u>1,100.00</u>
Total AAA MN Bike Co-op Page					<u>1,100.00</u>
Total Tourism Advertising					<u>1,100.00</u>
Total Tourism Expense					<u>6,603.13</u>
Total Expense					<u>6,603.13</u>
Net Income					<u><u>-6,603.13</u></u>



**Faribault Area Chamber of Commerce and Tourism  
Lodging Tax Collection Record**

<u>Month</u>	<u>2012 tax</u>	<u>2012 Y to D</u>	<u>2013 Tax</u>	<u>2013 Y to D</u>	<u>2014 Tax</u>	<u>2014 Y to D</u>	<u>2015 tax</u>	<u>2015 Y to D</u>	<u>2016 tax</u>	<u>2016 YTD</u>
January	\$6,255.01	<b>\$6,255.01</b>	\$5,162.16	<b>\$5,162.16</b>	\$6,783.16	<b>\$6,783.16</b>	\$6,435.53	<b>\$6,435.53</b>	<b>\$7,200.75</b>	\$7,200.75
February	\$6,670.44	<b>\$12,925.45</b>	\$6,299.74	<b>\$11,461.90</b>	\$7,261.32	<b>\$14,044.48</b>	\$7,112.18	<b>\$13,547.71</b>	<b>\$8,114.26</b>	\$15,315.01
March	\$7,087.80	<b>\$20,013.25</b>	\$6,221.75	<b>\$17,683.65</b>	\$6,871.01	<b>\$20,915.49</b>	\$6,477.84	<b>\$20,025.55</b>	<b>\$7,224.47</b>	\$22,539.48
April	\$6,685.89	<b>\$26,699.14</b>	\$6,873.74	<b>\$24,557.39</b>	\$6,011.77	<b>\$26,927.26</b>	\$6,138.24	<b>\$26,163.79</b>	<b>\$7,276.37</b>	\$29,815.85
May	\$5,880.21	<b>\$32,579.35</b>	\$7,560.01	<b>\$32,117.40</b>	\$9,407.94	<b>\$36,335.20</b>	\$9,267.48	<b>\$35,431.27</b>	<b>\$9,220.89</b>	\$39,036.74
June	\$12,372.76	<b>\$44,952.11</b>	\$9,730.49	<b>\$41,847.89</b>	\$10,944.04	<b>\$47,279.24</b>	\$11,135.07	<b>\$46,566.34</b>	<b>\$11,185.17</b>	\$50,221.91
July	\$9,875.82	<b>\$54,827.93</b>	\$10,456.85	<b>\$52,304.74</b>	\$9,570.35	<b>\$56,849.59</b>	\$11,441.80	<b>\$58,008.14</b>	<b>\$12,079.98</b>	\$62,301.89
August	\$9,956.68	<b>\$64,784.61</b>	\$10,457.57	<b>\$62,762.31</b>	\$10,848.94	<b>\$67,698.53</b>	\$10,648.33	<b>\$68,656.47</b>	<b>\$12,382.17</b>	\$74,684.06
September	\$9,685.89	<b>\$74,470.50</b>	\$9,276.93	<b>\$72,039.24</b>	\$8,566.61	<b>\$76,265.14</b>	\$10,020.59	<b>\$78,677.06</b>	<b>\$13,069.53</b>	\$87,753.59
October	\$7,148.79	<b>\$81,619.29</b>	\$8,384.63	<b>\$80,423.87</b>	\$7,356.34	<b>\$83,621.48</b>	\$8,562.08	<b>\$87,239.14</b>	<b>\$10,887.47</b>	\$98,641.06
November	\$5,936.56	<b>\$87,555.85</b>	\$6,638.61	<b>\$87,062.48</b>	\$5,014.57	<b>\$88,636.05</b>	\$6,307.73	<b>\$93,546.87</b>	<b>\$8,572.48</b>	\$107,213.54
December	\$5,897.65	<b>\$93,453.50</b>	\$5,775.92	<b>\$92,838.40</b>	\$6,429.46	<b>\$95,065.51</b>	\$8,029.03	<b>\$101,575.90</b>		
<b>Year Total</b>	<b>\$93,453.50</b>		<b>\$92,838.40</b>		<b>\$95,695.93</b>		<b>\$101,575.90</b>		<b>\$107,213.54</b>	

\*\*\* Remember we are two months behind in collection of the lodging tax dollars.  
Motels pay at the end of the month and we receive it from the city approximately two months later.

Late Payment

**Faribault Area Chamber of Commerce and Tourism  
Lodging Tax Collection Record**

<u>Month</u>	<u>2012 tax</u>	<u>2012 Y to D</u>	<u>2013 Tax</u>	<u>2013 Y to D</u>	<u>2014 Tax</u>	<u>2014 Y to D</u>	<u>2015 tax</u>	<u>2015 Y to D</u>	<u>2016 tax</u>	<u>2016 YTD</u>
January	\$6,255.01	<b>\$6,255.01</b>	\$5,162.16	<b>\$5,162.16</b>	\$6,783.16	<b>\$6,783.16</b>	\$6,435.53	<b>\$6,435.53</b>	<b>\$7,200.75</b>	\$7,200.75
February	\$6,670.44	<b>\$12,925.45</b>	\$6,299.74	<b>\$11,461.90</b>	\$7,261.32	<b>\$14,044.48</b>	\$7,112.18	<b>\$13,547.71</b>	<b>\$8,114.26</b>	\$15,315.01
March	\$7,087.80	<b>\$20,013.25</b>	\$6,221.75	<b>\$17,683.65</b>	\$6,871.01	<b>\$20,915.49</b>	\$6,477.84	<b>\$20,025.55</b>	<b>\$7,224.47</b>	\$22,539.48
April	\$6,685.89	<b>\$26,699.14</b>	\$6,873.74	<b>\$24,557.39</b>	\$6,011.77	<b>\$26,927.26</b>	\$6,138.24	<b>\$26,163.79</b>	<b>\$7,276.37</b>	\$29,815.85
May	\$5,880.21	<b>\$32,579.35</b>	\$7,560.01	<b>\$32,117.40</b>	\$9,407.94	<b>\$36,335.20</b>	\$9,267.48	<b>\$35,431.27</b>	<b>\$9,220.89</b>	\$39,036.74
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<b>Year Total</b>	<b>\$93,453.50</b>		<b>\$92,838.40</b>		<b>\$95,695.93</b>		<b>\$101,575.90</b>		<b>\$107,213.54</b>	

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Late Payment

## Leisure and Hospitality Sales Tax Revenue Increased 6% in 2015

Release Date: Jan 17, 2017

State sales tax revenue from Minnesota's leisure and hospitality businesses increased 6% in 2015, compared with 2014. The Minnesota Department of Revenue recently reported 2015 leisure and hospitality industry sales tax revenue of \$930 million, on gross sales of \$14.4 billion. The leisure and hospitality industry's 6.0% sales tax growth outpaced the 3.3% sales tax growth for all other Minnesota industries in 2015.

The new report on 2015 state sales tax statistics is the latest in a series of annual leisure and hospitality sales tax reports dating back to 2004. In addition to statewide data, the report features a separate table for each Minnesota county and tourism region. Detail is provided for accommodations; food services and drinking places; and arts, entertainment and recreation industries (i.e., industries within the leisure and hospitality sector). Data from the 2015 report will be featured in the 2017 edition of "Tourism and Minnesota's Economy" fact sheet, and will be displayed on a new Explore Minnesota cereal box to be distributed at the upcoming 2017 Explore Minnesota Tourism Conference.