

1. 4:15 P.M. Tourism Commission

Documents:

[MAY 2018 TOURISM COMMISSION PACKET.PDF](#)



TOURISM COMMISSION MEETING

May 14, 2018 4:15 – 5:30 p.m. City Hall

- 1. Call to Order & Roll Call**
- 2. Routine Business –**
Consent Agenda
 - Minutes of the previous meeting
 - Financial report
 - Lodging Tax Collections
- 3. Requests to be heard (3 min each)**
- 4. Billboard Update**
- 5. Hospitality Training Outline**
 - A. Kelly/Casie
- 6. Minne-Roadtrip Report**
 - A. Power Point
- 7. Directors Report**
- 8. New Meeting Time Reminder**
 - A. Second Mondays at 4:15
 - B. Next Meeting June 11, 4:15
- 9. Adjourn**

Please contact the Administration Department at 507-333-0353 if you need special accommodations related to a disability to attend this meeting.

**City of Faribault
Tourism Commission Minutes
Monday, April 9, 2018 at 4:15 p.m.
Faribault City Hall – Public Meeting Room**

1. Call to Order & Roll Call

Chair Schluter called the meeting to order at 4:20 p.m. in the Public Meeting Room of the Faribault City Hall.

Commissioners present: Steve Bortz, Susan Garwood (arrived at 4:33 p.m.), Erin Sellner-Honken, Heidi Nelson, Tami Schluter, John Sheesley, and Janna Viscomi.

Also present: Director of Community Marketing Nort Johnson, Administrative Assistant II Gina Carlson, City Administrator Tim Murray, and Faribault Area Chamber of Commerce Staffer Kelly Nygaard.

2. Routine Business

A. Minutes – March 12, 2018

Commissioner Schluter asked Director Johnson if the packet and minutes could be made available on the Thursday prior to the Tourism Commission Meeting. This will allow Commissioners sufficient time to review the packet and its attachments. Johnson stated he will work to have the packet out sooner.

No discussion took place regarding the minutes.

B. Financial Reports

No discussion took place regarding the Financial Reports.

C. Lodging Tax Collections

Director Johnson stated the Lodging Tax Collection Record shows the highest amount for January collections in the past five years. Lodging tax collections saw a 7%, or \$9,045.83, increase from 2016 to 2017.

Commissioner Bortz asked Johnson if the figure seems to have stabilized or does Johnson have any projections. Johnson stated the figure is up almost 23% from three years ago. Johnson stated he would be happy to maintain the 23%, noting that 5 – 5½% is the State average.

Motion by Commissioner Sheesley, second by Commissioner Bortz, to approve all items under routine business as submitted. Motion carried.

3. Requests to Be Heard – None

4. Follow up on Key Media Social Media Training

Discussion took place regarding the Social Media Training conducted by Key Media. Commissioners Sellner-Honken and Schluter attended the training. Sellner-Honken reported that the training was “okay” and attendees asked a variety of questions. Attendance was approximately 10 per class/session.

Commissioner Schluter stated tourism dollars should not be utilized for this type of training and using funds from the Main Street Program would be more appropriate in the future. Director Johnson stated the Chamber will cover the additional expense of the room and meal for the guest speaker. Schluter stated the training was helpful and she took away several pages of notes from the training.

5. Website Analytics

Director Johnson presented a report on additional data and statistics provided by Key Media. Highlights included:

- Between January 1 and April 6, 2018, there were 2,986 users to the site.
- More women than men searched the website.
- Organic searches = 1,524
- Referrals = 985
- Direct = 938
- Social = 126

Commissioner Sheesley would like read-only access to the website as he knows of an individual who would provide a 3rd party review of the data at no cost to the Commission. Director Johnson asked Sheesley to have the individual email Johnson.

Director Johnson stated an acquisition report will be run monthly and printed out.

Commissioner Viscomi asked if the Facebook posts are being boosted. Director Johnson stated some posts are. Johnson stated that analytics for social media visits will be added next month.

Commissioner Nelson asked Kelli Nygaard about the posting times and how they are monitored or tracked. Nygaard stated the times are tracked manually; the optimal time to post is 6:00 p.m. Pacific Time on a Sunday. Nelson suggested Nygaard look at *Planoly*, which is an Instagram visual management platform, to help with tracking times.

Director Johnson stated that the optimal time on click-thru rates is 10:00 p.m. on Tuesday, when he sees a 7% to 15% increase. Johnson stated he will continue to monitor this for a couple of months.

Commissioner Garwood reminded the Commission to share, like, and post comments to give the posts a boost. She reminded the Commission that visibility is extended with each interaction.

Commissioner Sheesley suggested contacting Travis Seeger with Milltown as a possible resource for marketing.

6. airbnb's in Faribault

Commissioner Schluter stated she wants to make sure Faribault is collecting lodging taxes from the airbnb's. Schluter received a list of airbnb's within Faribault and there are several in operation that are not on the list. Schluter indicated they are short-term rentals.

Commissioner Viscomi stated if there are Faribault properties posted on airbnb, the City should have someone on staff monitoring those postings.

Commissioner Sheesley feels a packet that explains the process should be mailed to owners. Schluter stated the City used to send out an information packet annually to the lodging owners but no longer does. City Administrator Murray was unsure of which City staff member previously sent out the packets. Schluter stated she will forward the staff contact's name from previous correspondence to Murray. Sheesley stated he would contact Gunnar Olson of the Faribault Daily News and ask if an article could be written explaining that airbnb's must pay lodging taxes. Director Johnson asked if airbnb has a form to track the airbnb's and Schluter stated they do not. Commissioner Nelson mentioned a recent newspaper article about the exploding airbnb business.

Commissioner Bortz asked if the City of Northfield regulates airbnb properties. Commissioner Schluter stated she has been told there are no regulations and airbnb's are exploding in numbers.

Schluter stated no inspections are being conducted and there are no controls. Commissioner Garwood asked Schluter if the subject has been addressed before the Northfield City Council and Schluter stated she does not know if it has.

7. Billboard Update

Director Johnson presented an update on the billboard location. The billboard selected by the Commission will be available on June 11. The total cost is \$13,676 for one year. Johnson stated the Faribault Cheese Cave will pay $\frac{1}{4}$ of the cost. Commissioner Schluter asked Johnson to recommend the Cheese Cave pay $\frac{1}{2}$ of the cost because they are receiving advertising on $\frac{1}{2}$ of the billboard.

Commissioner Schluter asked about the cost of the added build-out. Johnson stated it is \$1,100 and becomes the property of the Commission, moving with the billboard if the location changes.

Commissioner Sheesley stated he would like to see the billboard partnership go out for bids in the future.

Commissioner Garwood asked about the red color on the Fleur-de-lis. Johnson stated aluminum will be utilized. Commissioner Nelson noted the finish should be brushed to avoid glare.

Motion by Commissioner Sheesley, second by Commissioner Nelson, to approve the billboard design and to move forward with the billboard. Motion carried.

8. Hospitality Training Outline

Director Johnson provided an update on the hospitality training. The training will be held June 11 and 12 and will be presented by the University of Minnesota (U of M) Tourism. Training will take place from noon – 4 p.m. on June 11 and from 8 a.m. – noon on June 12. Johnson stated Chamber of Commerce Staff Member Kelly Nygaard will be taking lead on the training and questions should be referred to Nygaard.

Commissioner Schluter stated the training should not be funded from the Tourism Commission's budget. Director Johnson stated he would find a sponsor for the training. Commissioner Sheesley inquired as to the price of the training and Johnson stated the module was less than \$600. Commissioner Sellner-Honken asked if the training could be recorded. Johnson stated it could be recorded and then broken down into sessions.

9. Director's Report

Director Johnson provided the Director's Report, noting the following:

- Native American History Concept

A meeting will take place with Explore MN to talk about using the Native American History concept in Faribault. This will provide great exposure with MN Tourism. Commissioner Sheesley would like to attend the meeting as well. Commissioner Viscomi suggested incorporating the concept into Heritage Days. Commissioner Garwood stated it would be nice to expand Heritage Days beyond Central Park. Johnson stated a circus will take place at the fairgrounds during Heritage Days. Garwood stated a kayak tour of Faribault's history will take place during Heritage Days. Commissioner Schluter stated she has coordinated a historic bus tour that will also take place.

- Grumpy Old Men

The Commission discussed incorporating the Grumpy Old Men concept into Faribault's tourism. Director Johnson suggested having the two characters sitting on a bench so tourists and visitors could sit for a photo-op. Commissioner Sheesley asked about the next step needed to make this

happen and asked about the rights to the images. Commissioner Viscomi suggested contacting Peggy Keilen about putting skins on the old Poirier Building (Pawn Shop) windows.

- Minne-Roadtrip

Director Johnson stated the City of Medford and Rice County want to be included in the Minne-Roadtrip. The Commission discussed creating an associate membership with an agreed upon amount of the membership indicated on banners. Johnson stated Lakeville also wants to be included. The Commission discussed that Lakeville really has no specific attractions and is not interested in a partnership. Johnson stated that brand equity is priority #1.

9a. Faribault Tour Discussion

The Commission discussed ways to increase tours within the City and ways to encourage tours that include more than one stop along the way.

Commissioner Viscomi suggested having printable cards with information about the tour site. Commissioner Garwood suggested including the estimated time required for each segment of the tour. Commissioner Sheesly asked about utilizing volunteers, perhaps from Carleton College. Commissioner Viscomi suggested the 1855 Boys (Samuel Temple and Logan Ledman) as a resource. Garwood stated U of M Tourism brought a heritage professional who offered her services on heritage tourism. Garwood was unsure of the cost but suggested she be contacted; Director Johnson should have her contact information.

Commissioner Schluter stated May 19 is the “go live” date for the bus tour she has coordinated. Commissioner Viscomi asked about having the tour recorded with audio. Commissioner Sheesley stated recorded tours are already available through the HPC and Commissioner Garwood affirmed they are. Director Johnson stated there are more day trip tours than overnight trip tours. Commissioner Nelson stated the target market should first be identified and then determine what the target market wants.

Director Johnson excused himself from the meeting at this point.

Commissioner Sheesly asked Faribault Area Chamber of Commerce Staffer Kelly Nygaard if the HPC videos are being added to the website. Nygaard stated some of the videos are long which may discourage some people from viewing them. Commissioner Viscomi stated she would like to see the layout for Commissioner Schluter’s bus tour.

Faribault Area Chamber of Commerce Staffer Kelly Nygaard stated no standard tours are offered for Shattuck-St. Mary’s. Nygaard also stated there is some confusion as to who to contact to request tours for Shattuck-St. Mary’s and the Minnesota State Academies.

10. New Meeting Time Reminder

Commissioner Garwood asked for clarification of the start time of the Tourism Commission meetings. At the March 12, 2018 Tourism Commission meeting, the Commission changed the meeting start time to 4:15 p.m. The next meeting will be held May 14, at 4:15 p.m.

11. Adjourn

Motion by Commissioner Bortz, seconded by Commissioner Sheesley, to adjourn the meeting at 5:38 p.m. Motion carried.

Respectfully submitted,

Gina Carlson

**Gina Carlson, Administration
Administrative Assistant II**

**Faribault Area Chamber of Commerce Inc.
2018 Tourism Budget
Jan-March Report**

Jan - March

		Jan - April 18	18 Budget
Ordinary Income/Expense			
Income			
	Tourism Income carry over	21,823.09	21,900.00
	Tourism Lodging Tax	17,491.00	115,000.00
	FDN Partnership	0.00	1,000.00
	EMT Grant	0.00	6,000.00
	Total Tourism Income	39,314.09	143,900.00
	Total Income	39,314.09	143,900.00
Gross Profit		39,314.09	143,900.00
Expense			
Tourism Expense			
	Tourism Overhead		
	Tourism Dues and Subscriptions	19.95	0.00
	Overhead	6,000.00	18,000.00
	Total Tourism Overhead	6,019.95	18,000.00
	Tourism Marketing Services		
	Development/Training	723.60	1,000.00
	Marketing Services	11,000.00	33,000.00
	Tourism Marketing Services - Other		
	Total Tourism Marketing Services	11,723.60	34,000.00
	Tourism- Marketing		
	Tourism Website	800.00	1,500.00
	Tourism Ad Production	0.00	1,000.00
	Tourism Promotional Items	0.00	500.00
	Tourism Highway Signs	2,762.50	4,500.00
	Tourism Postage	134.18	1,100.00
	Tourism Travel Shows	811.10	1,000.00
	Brochure Display/Distribution	1,848.32	6,000.00
	Display Piece	0.00	1,100.00
	SEM/Content	1,600.00	10,700.00
	Tourism- Marketing - Other	359.00	2,500.00
	Total Tourism- Marketing	8,315.10	29,900.00
	Tourism Advertising		
	Explore Minnesota Travel Guide	2,971.25	2,971.25
	SMTA Guide	2,800.00	2,800.00
	Minne Road Trip	4,000.00	4,000.00
	Billboards	4,560.00	13,000.00
	Facebook	15.00	2,500.00
	Tourism Advertising - Other	3,055.10	20,000.00
	Total Tourism Advertising	17,401.35	45,271.25
	Total Tourism Expense	43,460.00	127,171.25
	Total Expense	43,460.00	127,171.25
	Net Ordinary Income	-4,145.91	16,728.75
	Net Income	-4,145.91	16,728.75

Faribault Area Chamber of Commerce and Trade Association Lodging Tax Collection Record										
Month	2015 tax	2015 Y to D	2016 tax	% + or -	2016 YTD	2017 tax	2017 YTD	2018 tax	2018 YTD	YTD + or -
January	\$6,435.53	\$6,435.53	\$7,200.75		\$7,200.75	\$8,468.34	\$8,468.34	\$9,045.83	\$9,045.83	1.07
February	\$7,112.18	\$13,547.71	\$8,114.26		\$15,315.01	\$7,651.59	\$16,119.93	\$8,445.17	\$17,491.00	1.09
March	\$6,477.84	\$20,025.55	\$7,224.47		\$22,539.48	\$7,316.37	\$23,436.30	\$0.00	\$17,491.00	
April	\$6,138.24	\$26,163.79	\$7,276.37		\$29,815.85	\$7,577.22	\$31,013.52	\$0.00	\$17,491.00	
May	\$9,267.48	\$35,431.27	\$9,220.89		\$39,036.74	\$11,310.71	\$42,324.23	\$0.00	\$17,491.00	
June	\$11,135.07	\$46,566.34	\$11,185.17		\$50,221.91	\$12,524.93	\$54,849.16	\$0.00	\$17,491.00	
July	\$11,441.80	\$58,008.14	\$12,079.98		\$62,301.89	\$13,830.14	\$68,679.30	\$0.00	\$17,491.00	
August	\$10,648.33	\$68,656.47	\$12,382.17		\$74,684.06	\$13,268.92	\$81,948.22	\$0.00	\$17,491.00	
September	\$10,020.59	\$78,677.06	\$13,069.53		\$87,753.59	\$13,475.09	\$95,423.31	\$0.00	\$17,491.00	
October	\$8,562.08	\$87,239.14	\$10,887.47		\$98,641.06	\$11,229.95	\$106,653.26	\$0.00	\$17,491.00	
November	\$6,307.73	\$93,546.87	\$8,572.48		\$107,213.54	\$9,006.28	\$115,659.54	\$0.00	\$17,491.00	
December	\$8,029.03	\$101,575.90	\$9,181.82		\$116,395.36	\$8,676.25	\$124,335.79	\$0.00	\$17,491.00	
Year Total	\$101,575.90	1.06	\$116,395.36		1.15	\$124,335.79	1.07	\$17,491.00		