

1. 4:15 P.M. Tourism Commission

Documents:

[JUNE 2018 TOURISM PACKET.PDF](#)



TOURISM COMMISSION MEETING

June 11, 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 Update
6. Data Update - Kelly
7. Directors Report
8. New Meeting Time Reminder
 - A. Second Mondays at 4:15
 - B. Next Meeting July 9, 4:15
9. Adjourn

**City of Faribault
Tourism Commission Minutes
Monday, May 14, 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 4:24 p.m. in the Public Meeting Room of the Faribault City Hall.

Commissioners present: Steve Bortz, Susan Garwood, Heidi Nelson, Tami Schluter, and Janna Viscomi.

Commissioners absent: Erin Sellner-Honken and John Sheesley.

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

2. Routine Business

A. Minutes – April 9, 2018

No changes or corrections were made to the minutes.

The minutes generated discussion on the upcoming Hospitality Training, airbnb's, and the May 19 Bus Tour.

Commissioner Schluter asked Director Johnson if he had found a sponsor for the Hospitality Training. Johnson stated the Faribault Area Chamber of Commerce will sponsor the event.

Commissioner Schluter asked City Administrator Tm Murray if airbnb's have been notified of the City's requirements on lodging taxes. Murray stated the airbnb property owners have not yet been notified. The City Council discussed the issue in 2017 and ultimately, regulation of airbnb's would be a Council decision. Under previous review, the City Attorney stated the ordinance would need to be rewritten to include airbnb's. Commissioner Viscomi asked if there are any consequences for those not in compliance. Murray stated lodging entities are not licensed and therefore, there isn't a licensed to suspend or revoke. Schluter stated airbnb's charter specifies that airbnb operators must adhere by state and local laws. Commissioner Bortz wonders if airbnb is collecting tax from the operators and if so, can't the City mandate the tax is collected? Commissioner Ernste stated that even if the City passes an ordinance, operators would still have to use the "honor system" to pay lodging taxes. Schluter stated it is not that the lodging tax generated by airbnb's is significant, but rather it is the principal of the matter. Viscomi stated the public needs to be educated and perhaps a brochure explaining the program could be mailed out. Schluter would like to get a handle on this while it is still small in scale. Bortz suggested the Tourism Commission draft a letter to the City Council stating its position on the collection of lodging tax from airbnb businesses within the City. Johnson will draft the letter and bring it to the next Tourism Commission meeting for review.

Motion by Commissioner Viscomi, second by Commissioner Garwood, to draft a letter to the City Council stating its position on the collection of lodging tax from airbnb businesses within the City. Motion carried.

Commissioner Schluter stated the bus tour for May 19 is canceled as she has a scheduling conflict. Additionally, Schluter noted she is struggling to get a bus for a tour during the 2018 Heritage Festival.

B. Financial Reports

Commissioner Viscomi asked about the billboard marketing dollars not being reflected in the budget. Viscomi asked if the advertising credits with the Faribault Daily News can be utilized in other publications owned by APG Media. Director Johnson stated the advertising credits can be used in that manner. Commissioner Garwood recommended using some of the advertising credits in areas around Albert Lea to maximize exposure where the billboard is located.

C. Lodging Tax Collections

Director Johnson stated the Lodging Tax Collection Record shows an increase of 9% in lodging tax collections over the previous year. Johnson referred to a Star Tribune article that noted tourism in the Twin Cities climbed to 2.5% in 2017. Johnson stated he is pleased with Faribault's figures.

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

3. Requests to Be Heard – None

4. Billboard Update

Director Johnson presented two mock-ups of billboard designs. Johnson stated both can be modified. Johnson asked Commissioners to review and mark his or her favorite of the two with any notations. Johnson will bring another mock-up to the next Tourism Commission meeting.

5. Hospitality Training Outline

Faribault Area Chamber of Commerce staff members Kelly Nygaard and Casie Steeves presented the Hospitality Training Outline. Nygaard and Steeves distributed a draft copy of the Hospitality Training Outline, an outline of the program, and a list of items to be included in the Faribault Toolbox.

Kelly Nygaard stated she contacted Troy Temple about filming the Hospitality Training. Temple will film, edit, and save the clips as video files. Temple will contact Tourism Commission members to coordinate filming times for those who will be featured in the segments.

Casie Steeves stated the University of Minnesota curriculum will provide good training for new staff as well as existing staff.

Kelly Nygaard and Casie Steeves are working together to create a Faribault Toolbox, which will include a variety of handouts and information.

Commissioner Garwood asked if the tourism training will be onsite or if it can be streamed live and Steeves stated both options will be available, as well as recordings that can be viewed for future use. Director Johnson stated the training will be recorded and broken down into segments that will be stored as chapters on the website for viewing later. Kelly Nygaard stated the chapters will be located in one spot on the website for ease in locating and viewing.

Commissioner Viscomi asked about the hospitality training schedule and if the area business owners featured in the clips will only be promoting their own business. Kelly Nygaard stated business owners will be encouraged to speak on a broader spectrum, such as dining options in Faribault, rather than focusing on brands or names. Commissioner Schluter stated she will talk about lodging in general and not just her bed and breakfast. Nygaard stated a visitor's guide will be given to each person recording a segment. Commissioner Garwood would like each person featured in the segment to encourage visitors to go to other establishments, too. Nygaard stated she will compile

some bullet-points to provide to each person speaking in a segment. Nygaard stated the dates for recording will be June 11 and 12.

6. Minne-Roadtrip Report

Director Johnson presented a handout of a PowerPoint presentation on the Minne-Roadtrip. Johnson gave a brief overview of the handout, noting the following:

- The Minne-Roadtrip partnership includes Faribault, Northfield, and Owatonna.
- Large print ads are being utilized to feature the Minne-Roadtrip.
- The Minne-Roadtrip is featured on the back cover of Southern Minnesota 2018 Travel Guide magazine and is featured as the middle spread advertisement in Explore MN. Commissioner Schluter felt that a lot of opportunities were missed in the Southern Minnesota publication, including the car show, Blue Collar event, etc. Johnson stated that more than 20 points were added to a spreadsheet as items worthy of noting.
- Johnson stated he is looking at getting an endcap at the Northern Chicago Travel Show.
- Johnson stated he is working to secure an actual station wagon similar to the one featured in the Minne-Roadtrip artwork. The station wagon would be used at trade shows as a prop and photo opportunity. Johnson hopes to have it in time for the Star Tribune Travel Show. Johnson stated a fake car prop was used for the Iowa show. The cost of the station wagon is estimated to be \$10,000 and the Chamber of Commerce likely will purchase it. An agreement would then be signed with Faribault Main Street for a 1 year lease for \$1,000.
- The Facebook page has received 2,528 page “likes” compared to approximately 528 last year at this time.
- Johnson provided an update on the idea of expanding the Minne-Roadtrip to include other communities. Johnson is working on developing an associate membership with the corridor partners of Dundas and Medford. The associate membership would allow those partners to buy in to have their events and attractions included. Johnson stated there is interest from Rice County as well. Johnson is currently working on the associate guidelines. Benefits will include distribution of their brochure at the various trade shows and one social media promotion per month. The cost is yet to be determined.

9. Director’s Report

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

- Johnson stated he is happy with the workload distribution at his office with the reassignment of duties.
- It is hoped that there will be 50 people enrolled in each of the hospitality training sessions.
- Maps will be going to press in the next couple of weeks. The map will be an updated version. Johnson asked if any new trail segments have been added to the City and Commissioner Viscomi stated that Shattuck has added a new segment. Commissioner Garwood stated she has received feedback from bicyclists that there is no clear designation to mark parking areas for bicyclists to get access to the trail. Garwood suggested adding a symbol to the map to indicate trail access parking and Johnson stated that could be added to the travel guide for next year and to the map for this year.
- Johnson stated contacts have been made regarding the Native American History tourism aspect.
- Johnson stated there have been 678 magazine requests from last year’s AAA advertisement. Links have been sent to people. Commissioner Bortz asked which are sent out more often – links or directories. Kelly Nygaard stated it is uncertain as she started tracking that data mid-year. Bortz asked if zip codes are being tracked. Nygaard stated requests are coming from all over the world and she asks the caller where or how they heard about Faribault.

- Commissioner Viscomi asked Johnson for an update on the Grumpy Old Men statues. Johnson stated he contacted South Dakota artist Dale Lamphere and Lamphere will walk Johnson through the process. Commissioner Garwood suggested Johnson contact local Faribault artist Ivan Whillock, who works with bronze as well as wood. Johnson stated he will reach out to Whillock.

10. New Meeting Time Reminder

The next meeting will be held June 11, at 4:15 p.m.

11. Adjourn

Motion by Commissioner Garwood, seconded by Commissioner Ernste, to adjourn the meeting at 5:25 p.m. Motion carried.

Respectfully submitted,

Gina Carlson

**Gina Carlson, Administration
Administrative Assistant II**

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

Jan - March

		Jan - May 18	18 Budget
Ordinary Income/Expense			
Income			
	Tourism Income carry over	21,823.09	21,900.00
	Tourism Lodging Tax	24,481.91	115,000.00
	FDN Partnership	0.00	1,000.00
	EMT Grant	0.00	6,000.00
	Total Tourism Income	46,305.00	143,900.00
	Total Income	46,305.00	143,900.00
Gross Profit		46,305.00	143,900.00
Expense			
Tourism Expense			
	Tourism Overhead		
	Tourism Dues and Subscriptions	19.95	0.00
	Overhead	7,500.00	18,000.00
	Total Tourism Overhead	7,519.95	18,000.00
	Tourism Marketing Services		
	Development/Training	723.60	1,000.00
	Marketing Services	13,750.00	33,000.00
	Tourism Marketing Services - Other		
	Total Tourism Marketing Services	14,473.60	34,000.00
	Tourism- Marketing		
	Tourism Website	1,120.00	1,500.00
	Tourism Ad Production	0.00	1,000.00
	Tourism Promotional Items	0.00	500.00
	Tourism Highway Signs	3,087.00	4,500.00
	Tourism Postage	134.18	1,100.00
	Tourism Travel Shows	811.10	1,000.00
	Brochure Display/Distribution	2,310.44	6,000.00
	Display Piece	0.00	1,100.00
	SEM/Content	3,083.33	10,700.00
	Tourism- Marketing - Other	359.00	2,500.00
	Total Tourism- Marketing	10,905.05	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	5,700.00	13,000.00
	Facebook	15.00	2,500.00
	Tourism Advertising - Other	4,197.70	20,000.00
	Total Tourism Advertising	19,683.95	45,271.25
	Total Tourism Expense	52,582.55	127,171.25
	Total Expense	52,582.55	127,171.25
Net Ordinary Income		-6,277.55	16,728.75
Net Income		-6,277.55	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	\$6,990.91	\$24,481.91	1.04
April	\$6,138.24	\$26,163.79	\$7,276.37		\$29,815.85	\$7,577.22	\$31,013.52	\$0.00	\$24,481.91	
May	\$9,267.48	\$35,431.27	\$9,220.89		\$39,036.74	\$11,310.71	\$42,324.23	\$0.00	\$24,481.91	
June	\$11,135.07	\$46,566.34	\$11,185.17		\$50,221.91	\$12,524.93	\$54,849.16	\$0.00	\$24,481.91	
July	\$11,441.80	\$58,008.14	\$12,079.98		\$62,301.89	\$13,830.14	\$68,679.30	\$0.00	\$24,481.91	
August	\$10,648.33	\$68,656.47	\$12,382.17		\$74,684.06	\$13,268.92	\$81,948.22	\$0.00	\$24,481.91	
September	\$10,020.59	\$78,677.06	\$13,069.53		\$87,753.59	\$13,475.09	\$95,423.31	\$0.00	\$24,481.91	
October	\$8,562.08	\$87,239.14	\$10,887.47		\$98,641.06	\$11,229.95	\$106,653.26	\$0.00	\$24,481.91	
November	\$6,307.73	\$93,546.87	\$8,572.48		\$107,213.54	\$9,006.28	\$115,659.54	\$0.00	\$24,481.91	
December	\$8,029.03	\$101,575.90	\$9,181.82		\$116,395.36	\$8,676.25	\$124,335.79	\$0.00	\$24,481.91	
Year Total	\$101,575.90	1.06	\$116,395.36		1.15	\$124,335.79	1.07	\$24,481.91		

Nort Johnson

From: Jim Maher <jimmaherabh@gmail.com>
Sent: Wednesday, May 23, 2018 1:57 PM
To: Nort Johnson
Subject: Grumpy Old Men Sculpture
Attachments: pastedGraphic.tiff

Nort,

After giving it some thought this is what I've come up with:

I would do the two figures for \$150K.

The way I would usually set up a contract like this would be to divide it up into 4 or 5 payments to be made at various stages of progress, ie., to begin, then when the clay sculpture is finished and approved, when the casting process begins, etc., with the final payment made after the piece is installed. I am pretty flexible on working out the terms.

If you have a few major donors, you could offer them a small bronze model or maquette as an incentive. I'd include one in the deal at no additional charge, and could do a few more at cost, which would probably be around \$2500.

It will take probably take a minimum of 9 months to go through the process from start to finish, once we have an agreement.

Another thought, are there any copyright or licensing issues that we might run into? That would be a bummer.

There is a link to my website below, so you can see some of the things I've done. I can absolutely guarantee that when it's done, it will look like Matthau and Lemon, and there won't be any issues as are currently going on with the Brandl Chastain plaque, or the Lucille Ball and Rinaldo statues recently.

Let me know if you have any questions.

Thanks,

Jim

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