

Saint Peter Tourism Bureau Minutes for Most Recent 12-Month Period Specific past months minutes are available upon request and kept in paper form at the Saint Peter Tourism and Chamber office.

DRAFT

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, December 12, 2025

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE, 101 S. Front St.

Attendance: Erin Schwab, Miriam Andree, Ben Ranft, Amanda Malkin, Abbey Lane, Megan Ruble and director Ed Lee

Call to Order: Called to order by Schwab at 8:01 a.m.

Consider Approval of Minutes for October 24, 2025 Meeting - Motion by Lane to approve and seconded by Ranft minutes. Approved unanimously.

Lodging Tax Comparison: Board members observed lodging taxes dollars are rolling in stronger in 2025 compared to 2024. Board's hospitality representative said construction workers have booked rooms longer in the fall this year. Other events have been good too. Motion by Ruble to approve and seconded by Lane. Approved unanimously.

Grant Spreadsheet Review. Report by director that several of the outstanding final reports are on today's agenda. Motion by Ruble to approve, seconded by Ranft. Approved unanimously.

Account Balance Report – Board members agreed with on another that the balance is high at the end of the year. Balance report says \$67,348 on October 1 and on \$79,147 on October 30, and \$79,147 on November 1 and \$70,495 on November 30, according to bank statements. Motion to approve by Ranft and seconded by Lane. Approved unanimously.

2025 Nativity Scene: Board members acknowledged Lutheran Church is a first-time Tourism grant applicant. Grant request – 2025 Nativity Scene – First Lutheran organizers – The event has been hosted since the early 2000s, most recently in 2023. Request came online on October 10; no notification popped up to staff. This is a first-time request. Promotion dollars requested all appear to be eligible expenses. Request is for \$1,000. Motion by Ranft to approve and seconded by Lane. Approved unanimously.

Saint Peter Craft and Vendor Show: Board members reviewed Saint Peter Craft and Vendor Show final report from event organizers. This form came in online and informs that more than 900 enthusiasts attended the show at the Saint Peter Armory on November 1. This was a first-time request. Final request would be \$500, but it looks like the total amount invested was \$893.22, meaning the amount to reimburse the event organizer is \$393.22 (organizer already received 50 percent of the total \$1,000 grant amount). Motion by Ranft to approve and seconded by Lane. Approved unanimously.

2026 Saint Patrick's: Board members were informed Ambassadors group is paid in full from past events grants and final reports. Grant request – 2026 Saint Patrick's – Saint Peter Ambassadors – event dates back to the 1970s and draws thousands of attendees to Third Street and other areas of Saint Peter. Request is for \$3,000 on grant. It was noted event organizers documented budgeted anticipated eligible expenses in the amount of \$3,250. Motion by Ranft to approve grant amount of \$3,250 and seconded by Ruble. Approved unanimously.

2026 WinterMania: Board members concluded WinterMania organizers are paid in full from past events grants and final reports. Grant request – 2026 WinterMania 3 – Annual event for two years, moving from the fairgrounds to the Event Center. Request is for \$3,000. This event has filed grants and final reports that have met approval with the Board based upon meeting guidelines. It was noted that WinterMania organizers plan to spend \$3,179 on promotion. Motion by Ranft to approve \$3,179 amount and seconded by Andree. Approved unanimously.

2025 Saint Peter Art Stroll final report: Board members noted Art Stroll organizers are paid in full from past events grants and final reports. Organizers reported this event was annual and occurred in September in downtown Saint Peter and other sites. Request is for the final \$300, but since organizers actually invested an extra \$120.50. Motion by Ranft to approve final report payment amount of \$420.50 and seconded by Lane. Approved unanimously.

2025 Saint Peter Halloween Fun final report: Board members said Saint Peter Chamber is paid in full from past events grants and final reports. This event takes place each year based at the high school. Request is for final \$1,000 for eligible expenses outlined in the final report. Motion by Ranft to approve and seconded by Ruble. Approved unanimously.

2026 Winterfest Medallion Hunt Promotion: Board members verbalized Ambassadors group is paid in full from past events grants and final reports. Saint Peter Ambassadors stressed this grant is requested to promote the event. Their promotion strategy is in line with grant guidelines explained in the application form. This is a first-time request to attract more attention to the event. Request is for \$1,000. Motion by Lane to approve and seconded by Ruble. Approved unanimously.

2025 Rock Bend Folk Festival final report: Board members were in consensus that Rock Bend group is paid in full from past events grants and final reports. Event organizers reported this is a 34-year-old festival in Minnesota Square Park in early September. Investments on their promotions appear eligible. Rock Bend received a \$3,000 grant, of which \$1,500 was paid immediately. Rock Bend organizers said they spent \$1,353.27 and will send the Tourism Bureau a reimbursement check in the amount of \$146.73. Rock Bend organizer did indeed deliver that check in the amount of \$146.73. Motion by Ranft to approve and accept check and seconded by Ruble. Approved unanimously.

Other Business: Board rejected investing \$1,000 to create an audio downtown walking tour with a lighthearted comedy flair. They said more research into what this can and should be is needed; Board members said they are comfortable with current billboard design at this time; Board approved placing a ad with USA Today for up to \$1,000 for a 1/8th page; Board approved investing up to \$500 in You're Home in Saint Peter bags to support a program welcoming new homeowners.

Next Meeting: 8 a.m. on Friday, January 23, 2025 at 101 S. Front St.

Respectfully submitted by director Ed Lee on December 12, 2025

ATTEST: -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, September 26, 2025

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE, 101 S. Front St.

Attendance: Bob Sandeen, Miriam Andree, Amanda Malkin, Erin Schwab, Abbey Lane, Josh Weisenfeld and director Ed Lee

Call to Order: Called to order by Schwab at 8:01 a.m.

Visitor comments: Dana Melius, representing Saint Peter Diversity Council, the organization that graces the community with the annual Festival of Nations event. Comments that receiving 50 percent of grant up front, rather than 90 percent of grant up front, makes funding an event more difficult. And, eligible expenses being limited principally to traditional media (and social media) adds another layer of challenge. Board members said they appreciated Mr. Melius's comments and opinions and that they are open to conversation and perhaps even pursuing changes to the state laws regarding lodging taxes. They said that several other communities pay 50 percent of grants up front, that other organizations use traditional media, and that it is up to organizations to decide just how they want to utilize their funding on eligible expenses. Board members said they would continue to have conversations about how to cater to event organizers, whom they said they very much appreciate.

Consider Approval of Minutes for August 22 Meeting. Motion by Weisenfeld, seconded by Sandeen. Approved unanimously.

Lodging Tax Comparison: While the dollars from several of the months appear lower than 2024 by comparison, hospitality representative Schwab of a motel venue said the summer months, which are not yet reported, were very strong. Motion by Sandeen and seconded by Lane to approve the Lodging Tax Comparison. Approved unanimously.

Account Balance Report -- Lodging Tax Account - \$66,372 on August 1 and 69,255 on August 31, according to bank statements. Motion by Weisenfeld and seconded by Sandeen to approve the Account Balance Report. Approved unanimously.

Starting Point: Festival of Nations is paid in full from past events grants and final reports. Final Report request – 2025 Festival of Nations – Festival of Nations organizers with the Saint Peter Diversity Council – Board members said the 4-year-old event does indeed draw hundreds of attendees at fairgrounds and the receipts are accurate and appropriate in regards to eligible expenses. Request is final \$300 on grant. Motion by Weisenfeld and seconded by Sandeen to approve the 2025 Festival of Nations Final Report. Approved unanimously.

Starting Point: Saint Peter Craft & Vendor Show has never applied for a Tourism grant. Grant request – 2025 Saint Peter Craft & Vendor Show – Saint Peter Craft & Vendor Show organizers – Board members discussed that this event takes place annually at the Armory and, like Maker Fair, attracts vendors and enthusiasts. They said it meets the criteria of eligibility for a Tourism grant. As this is a new grant request, \$1,000 for eligible expenses outlined in the grant request is able to be applied for. Motion by Lane and seconded by Weisenfeld to approve the Craft and Vendor Show Grant Request. Approved 5-0, with Andree, an organizer of the event, abstaining.

Other Business –

- a. Board members discussed Billboards Design. Lane offered to approach South Central College students and advisor who have background with similar design work. Board members enthusiastically approved that idea, informally, and accepted Lane's offer

Adjourned: 8:54 a.m.

Respectfully submitted by director Ed Lee on September 26, 2025

ATTEST: ----- -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, September 26, 2025
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Starting Point: Saint Peter Craft & Vendor Show has never applied for a Tourism grant. Grant request – 2025 Saint Peter Craft & Vendor Show – Saint Peter Craft & Vendor Show organizers – Board members discussed that this event takes place annually at the Armory and, like Maker Fair, and attracts vendors and enthusiasts. They said it meets the criteria of eligibility for a Tourism grant. As this is a new grant request, \$1,000 for eligible expenses outlined in the grant request is able to be applied for. Motion by Lane and seconded by Weisenfeld to approve the Craft and Vendor Show Grant Request. Approved 5-0, with Andree, an organizer of the event, abstaining.

Other Business –

- b. Board members discussed Billboards Design. Lane offered to approached South Central College students and advisor who have background with similar design work. Board members enthusiastically approved that idea, informally, and accepted Lane's offer

Adjourned: 8:54 a.m.

Respectfully submitted by director Ed Lee on September 26, 2025

ATTEST: ----- -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, August 22, 2025
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE, 101 S. Front St.

Attendance: Bob Sandeen, Miriam Andree, Amanda Malkin, Erin Schwab, Josh Weisenfeld, Megan Ruble and director Ed Lee

Call to Order: Called to order by Schwab at 8:00 a.m.

Consider Approval of Minutes for July 25 Meeting. Motion by Weisenfeld, seconded by Sandeen. Approved unanimously.

Lodging Tax Comparison motion by Sandeen, seconded by Weisenfeld. Vote, approved unanimously.

Grant Spreadsheet Review motion by Sandeen, seconded by Weisenfeld.

Account Balance Report -- Lodging Tax Account - \$54,313 on July 1 and 66,372 on July 31, according to bank statements

Board members started with Chamber being paid in full from past events grants and final reports. Final Report request – 2025 Old-Fashioned Fourth of July – Chamber – 54-year-old event that draws more than 10,000 attendees as verified by drone photos and passing out of mini flags. Request is final \$300 on grant. Motion by Ruble, seconded by Sandeen to approve the final report for 2025 Old-Fashioned Fourth of July. Approved unanimously.

Board considered starting point that the Chamber is paid in full from past events grants and final reports. Grant request – 2025 Girls Day Out – Chamber – 20-year-old event that draws more than 500 attendees as verified by ladies filling out passport forms and collecting stamps to participate in event. Request is \$1,800 for eligible expenses that align to last year's approved event. Motion by Weisenfeld, seconded by Ruble to approve grant request for Girls Day Out. Approved unanimously.

Board members discussed that Chamber is paid in full from past events grants and final reports. Grant request – 2025 Saint Peter Halloween Fun Run – Chamber – Event that is about 20 years old that attracts participants from at least 30 zip codes as verified by participant signups. Request \$2,000. Motion by Andree, seconded by Malkin to approve grant request for Halloween Fun Run. Approved unanimously.

Blank form was included in the packet, and Board member Weisenfeld suggested a tweak with the wording on the Grant Application form that established events are eligible to apply for up to \$5,000. And, new events are eligible to apply for up \$1,000.

Board assessed the starting point is the Ambassadors are paid in full from past events grants and final reports, with the exception of their two June events that are on the table for this meeting. Ambassadors' Oktoberfest 2025 Grant Application is approved pending approval of Final Reports for John Denver Fest and Blues Fest, which were held a day apart in June in the park. Their Final Reports are requesting \$100 for John Denver Fest and \$300 for Blues Fest. Motion by Weisenfeld, seconded by Sandeen to approve the John Denver Fest and Blues Fest final reports. Approved unanimously. Director was assigned to communicate in writing with the Ambassadors that the Tourism Bureau logo appear on the print ads the Ambassadors commission.

2. Other Business –

- a. Discussion on whether to continue billboard investment strategy with promoting Saint Peter. Motion by Weisenfeld, seconded by Ruble to approve the billboard programs with three billboards for another year, and to approve up to \$800 for a new design. Billboards will be located in downtown Saint Peter, at Belle Plaine along 169 and at Lake Crystal along Highway 60
- b. Tourism-centered ideas. Motion by Weisenfeld, seconded by Sandeen to assign the director to work with
- c. Board member Malkin gave report on streetlight banners promoting events. No action taken

3. Next Meeting: 8 a.m. on Friday, September 26, 2025 at 101 S. Front St.

Adjourned: 9:07 a.m.

Respectfully submitted by director Ed Lee on August 22, 2025

ATTEST: ----- -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, July 25, 2025
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE, 101 S. Front St.

Attendance: Abbey Lane, Bob Sandeen, Miriam Andree, Amanda Malkin, Ben Ranft, Megan Ruble and director Ed Lee

Call to Order: Called to order by Lane at 8:00 a.m.

Consider Approval of Minutes for June 27 Meeting. Motion by Ruble, seconded by Sandeen. Approved unanimously

Lodging Tax Comparison motion by Ben, seconded by Ruble. Vote, approved unanimously.

Grant Spreadsheet Review motion by Ruble, seconded by Malkin. Correct line item with Good Neighbor Diversity Council. Vote, approved unanimously.

Account Balance Report -- Lodging Tax Account - \$56,570 on June 1 and \$54,313 on June 30, according to bank statements. Motion by Sandeen, seconded by Ranft to approve account balance. Vote, approved unanimously.

Starting Point: The Board discussed 2024 Maker Fair paid back money from ineligible expenses and is therefore allowed to apply for 2025 Maker Fair Minnesota grant dollars. Grant Request – 2025 Maker Fair Minnesota – Maker Fair committee – well established event that draws more than 4,000 attendees to their annual October event. Request is \$3,000. Motion by Sandeen, seconded by Andree. Approved unanimously.

Starting Point: Board members acknowledged 2024 Rock Bend Folk Festival paid back all \$2,700 from ineligible expenses and is therefore allowed to apply for 2025 Rock Bend Folk Festival grant dollars. Grant Request – Rock Bend Folk Festival committee – very established event that draws an estimated 16,000 attendees to their annual September event. Request is \$3,000. Motion by Ranft, seconded by Sandeen. Approved unanimously.

Starting Point: Discussion centered on the fact that Ambassadors' 2025 John Denver Fest final report and Ambassadors 2025 Bluesfest final report have not been received. Grant request: Saint Peter Ambassadors 2025 Oktoberfest. Well established event at Nicollet County Fairgrounds that happens annually in September and attracts more than 4,000 people. Application cannot be officially considered until final reports from previous events are fully resolved. Ambassadors said they are tabulating promotions expenses with those two events. Request for 2025 Oktoberfest stands at \$3,000 at this time. Motion by Ranft to approve Oktoberfest grant pending the Board's approval final reports for John Denver Fest and Bluesfest. Seconded by Sandeen. Approved unanimously.

Starting Point: The Board talked about City of Saint Peter Rec and Leisure Department had their final report for Saint Peter Reads – An Evening With William Kent Kruger approved by the Board pending receipts for eligible expenses regarding promotion. They submitted their receipts and they were included to consider approving Grant request: Grant was \$1,000. Motion by Ranft, seconded by Malkin. Approved unanimously. Final 10 percent is \$100.

Starting Point: Director said if the Board approved City Rec and Leisure Department receipts for Saint Peter Reads – Evening with Krueger, then the Board can consider the new grant request. Board members affirmed they approved the final report. Grant Request: 2025 Fall Music Series - Saint Peter Senior Center – Established event with dates in the series that range from September 3 to December 17. Expenses appear to be eligible. Applying for \$750. Motion by Ranft, seconded by Ruble. Approved unanimously. Fifty percent of \$750 is \$375.

Other Business –

- a. Online forms for Tourism Grant Application and Final Report. Board members informally approved of the form and added receipts and examples of promotions to the final report form
- b. Updated discussion on idea with streetlight banners promoting events. More discussion will happen with this once city officials meet with Malkin and the director on July 31

Next Meeting: 8 a.m. on Friday, August 22, 2025 at 101 S. Front St.

Adjourned: 8:59 a.m.

Respectfully submitted by director Ed Lee on July 25, 2025

ATTEST: ----- -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, June 27, 2025
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE, 101 S. Front St.

Attendance: JJ Akin, Abbey Lane, Erin Schwab, Bob Sandeen, Miriam Andree, Amanda Malkin, Megan Ruble and director Ed Lee

Call to Order: Called to order at 8:00 a.m.

Consider Approval of Minutes for May 23 Meeting. Motion by Sandeen, seconded by Lane. Approved unanimously

Lodging Tax Comparison motion by Lane, seconded by Andree. Vote, approved unanimously.

Grant Spreadsheet Review motion by Sandeen, seconded by Akin. Vote, approved unanimously.

Account Balance Report -- Lodging Tax Account - \$53,039 on May 1 and \$56,570 on May 31, according to bank statements. Motion by Weisenfeld, seconded by Andree to approve account balance. Vote, approved unanimously.

Grant Final Report – 2025 Senior Expo – City of Saint Peter Recreation and Leisure Services -- Established event in community center. Expo attracted visitors from 16 communities. Grant amount was \$3,000, of which \$2,700 was paid immediately. Final 10 percent is \$300. Board members complimented the event organizer and documentation. Motion by Akin and seconded by Andree. Approved unanimously.

Grant Final Report – 2025 Spring to Saint Peter – Saint Peter Chamber – Third year in Saint Peter. Attracted documented visitors from 30 zip codes. Spring to Saint Peter was May 2 and 3. Requested amount is final \$200, as grant was \$2,000, so the final 10 percent. Discussion that rules were followed and event was good. Motion by Akin and seconded by Lane. Approved unanimously.

Electronic Final Report Form – Board member Megan Ruble presented on her volunteering to create a Google Doc (Google Drive) document that adds convenience and ease to Tourism Grant requests and Final Report requests. She showed examples of her. Board members approved of her idea and process and suggested it be adopted in the timeframe of September 2025 as an option to event organizers. Motion by Akin and seconded by Lane to adopt the proposed form and work toward implementation in the timeframe of September. Approved unanimously.

Proposed rubric presented by director that would credit an event's success (based upon overall budget of \$25,000-plus, heads in beds and 10,000-plus attendees). Rubric could give justification to approving a grant request with extended promotions strategies. An unsuccessful rubric would give justification to deny grant requests. Interpretation of the lodging tax laws comes into play. It was the opinion of the director that using the rubric to approve or deny grant requests is well within the law. Board members discussed that an events assessment rubric would not need to be scored; a pilot program with rubric would be more appropriate. Motion by Akin and seconded by Lane to invite the piloting of the rubric for events right away through December 31, 2025 and assess the results at that time. Seconded by Lane. Approved unanimously.

Grant Request – 2025 Rock Bend Folk Festival – Rock Bend committee – Very established event that draws 16,000 attendees. Grant final report from 2024 not finalized as eligible expenses were called into question. Board members agreed that \$1,250 of expenses were eligible, but that the grant request needed to be fully denied because, as stated clearly on the meeting agenda “grant final report from 2024 not finalized as eligible expenses were called into question,” the issue was lingering. Motion by Lane and seconded by Akin to deny Rock Bend Folk Festival request of \$3,000. Director said he would have a conversation with event organizers and discuss options for a path forward.

Other Business – Communication with Ambassadors they are working on the final reports for John Denver Fest and Blues Fest (which happened on June 13 and 14, respectively), but invoices for promotion are not all to them. Idea for streetlight banners promoting events discussed.

Next Meeting: 8 a.m. on Friday, July 25, 2025 at 101 S. Front St.

Adjourned: 8:59 a.m.

Respectfully submitted by director Ed Lee on June 27, 2025

ATTEST: -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, May 23, 2025

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: JJ Akin, Bob Sandeen, Miriam Andree, Amanda Malkin, Josh Weisenfeld, Megan Ruble and director Ed Lee

Call to Order: Called to order at 8:00 a.m.

Lodging Tax Comparison motion by Malkin, seconded by Andree. Vote, approved unanimously.

Grant Spreadsheet Review motion by Weisenfeld, seconded by Ruble. Vote, approved unanimously.

Consider Approval of Minutes for April 25, 2025 Meeting. Motion by Weisenfeld, seconded by Sandeen. Approved unanimously.

1. **Account Balance Report** -- Lodging Tax Account - \$59,012 on April 1 and \$53,039 on April 30, according to bank statements. Motion by Weisenfeld, seconded by Andree to approve account balance. Vote, approved unanimously.
2. **Grant Request** – 2025 Farmers Market – Event Organizers -- Established happening at Minnesota Avenue and Mulberry Street. Farmer's Market gets underway in the summer months as plants get growing. Request is \$1,000. Discussion that all settlements are made with previous final report and event performs to enhance visitor experience in Saint Peter. Motion by Weisenfeld, seconded by Malkin, to approve grant request. Vote, approved unanimously. 50 percent of \$1,000 is \$500 awarded immediately.
3. **Grant Request** – 2025 Nicollet County Fair – Nicollet County Fair Board -- Established annual event. Requesting \$3,000. Board informed that with new stipulation of allowing “up to \$5,000” approved by the Board in April 2025, Board could consider increase, as Fair’s expenses are expected to amount to \$5,800. Board members advised to alert Fair Board that a supplemental request of up to \$2,000 be submitted at June meeting. Motion to approve \$3,000 grant by Ruble, seconded by Andree. Vote, approved unanimously. 50 percent of \$3,000 is \$1,500 awarded immediately.
4. **Coming in June: Grant Final Report** – Quick discussion that this final report is coming, just to spotlight the timing of when bills are paid after an event ends. No Board action requested.
5. **Proposed letter to all grant recipients**. Discussion only. No action requested.
6. **Report on Tourism Grant Application clawbacks from 2024**. This information was presented. Director was assigned at April regular meeting to give a written report of grant final reports denied in 2024, along with clawbacks of grant dollars. This information was advisory to the Board, with no action requested. Short discussion.
7. **Consideration of New Grant Application form, New Final Report form and rubric for 2025, based on conversations by Board members in 2024 and first months of 2025** – Board decided to keep Public Relations and Content Marketing as eligible expenses. Board member Ruble volunteered to create online form (Final Report, for now) on Google docs to be presented at June meeting. Main form needs to be updated to say grants are now up to \$5,000 and 50 percent of grant will be paid immediately.
8. **Other Business** – Board discussed options with time credit on billboard at Highway 60 near Lake Crystal. Motion by Weisenfeld, seconded by Ruble to move billboard to Winnebago location. Approved unanimously. Idea for streetlight banners promoting local events talked about for a few minutes, but no action taken. Screen advertising for \$250, which has not changed in a decade, at AmericInn information presented. Motion by Ruble, seconded by Weisenfeld to approve year contract with TDS for AmericInn screen advertising. Vote, approved unanimously.

Next Meeting: 8 a.m. on Friday, May 23, 2025 at 101 S. Front St.

Adjourned: 9:10 a.m.

Respectfully submitted by director Ed Lee on May 23, 2025

SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, April 25, 2025
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: JJ Akin, Ben Ranft, Bob Sandeen, Abbey Lane, Miriam Andree, Amanda Malkin, Josh Weisenfeld, Megan Ruble and director Ed Lee

Call to Order: Called to order at 8:00 a.m. by Lane.

Consider Approval of Minutes for March 28, 2025 Meeting. Motion by Weisenfeld, seconded by Sandeen. Approved unanimously

Consideration of Process Changes – Board members at the March regular meeting assigned the director to reach out to City Administrator Todd Prafke to be part of the discussion with potential process changes in regards to consideration of Tourism grants. Discussion led to Weisenfeld motioning to require that grant dollars would be paid upon approval by the Board of final reports. Ranft offered a friendly amendment to require that 50 percent of grants be paid immediately upon approval of a grant and 50 percent be paid upon approval of the final report after the event or activity. Motion by Weisenfeld, seconded by Ranft. Approved unanimously. Weisenfeld also motioned to increase the Tourism grant amount to up to \$5,000. Seconded by Ranft. Approved unanimously. At Prafke's suggestion, the Board assigned the director to complete a 12-month review of grant applications where event organizers were approved or denied of grants and final reports were denied because grant dollars were not used in eligible ways. The clawback report will be presented at the May 23 regular meeting, the director said. The Board will continue the conversation for defining “promotion” and “eligible expenses” so Tourism staff can clearly communicate to event organizers what is allowed and not allowed with spending grant dollars. Still appearing on the grant application form are the categories public relations and content marketing, which open the door to gray area, potential confusion and comments from event organizers saying they thought their spending was “eligible” based upon the grant application. The Board did not consider approval of a new grant application form or rubric, as the discussion will continue after the clawback report is considered at the May meeting. would clearly designate as eligible expenses only advertising with radio, television, newspaper, flyers, postcards, postage for postcards and social media boosts. This would clear up confusion and erase gray area with what is and what is not allowed as eligible expenses, presumably enhancing integrity with the process and fairness across the board.

Proposed **new rubric** would enable the Board to consider an event's anticipated or proven attendance, heads in beds, overall budget, diversity draw, catering to all/most demographics and attractiveness to visitors. This would acknowledge the big, established, high-impact events and perhaps allow for latitudes. The Board requested that a proposed rubric be drafted, so here it is. Pages 8 to 10.

Lodging Tax Comparison – Board members looked at Lodging Tax dollars as comparable to those of 2024. Motion by Ruble, seconded by Weisenfeld, to approve Lodging Tax Comparison. Approved unanimously.

Grant Spreadsheet Review – Motion by Lane, seconded by Ranft, to approve Grant Spreadsheet Review. Approved unanimously.

Account Balance Report – Lodging tax account balance stands at \$50,012 as of March 31, with all billboards and advertising paid for. Motion by Weisenfeld, seconded by Akin. Approved unanimously.

Grant Request – 2025 Bicycle Safety Rodeo – River's Edge Hospital and Saint Peter Police Department -- Established event at River's Edge on May 19. Event has always been well documented with Requesting \$1,000. Board members said event attracts visitors and organizers well-document expenses. Motion by Weisenfeld, seconded by Sandeen. Approved unanimously.

Other Business – Tabled from last meeting was the final report from the Saint Peter Reads event, pending proof of eligible expenses with receipts. Event organizer has been contacted and is in the process of providing receipts; Advertising opportunity: Explore Minnesota Travel Guide. Expensive investment, but it would reach far and wide. Nicollet County Historical Society will likely do an ad; director Jess likes the idea of Southern Minnesota represented in the guide. Opportunity to partner with Historical Society for a 50-50 split of ad cost. Motion by Akin to invest up to \$1,500 in this advertising partnership. Seconded by Weisenfeld. Approved unanimously; Proposal to discontinue billboard on Highway 60 (road construction) and apply refund to moving billboard commitment to much-higher traffic Interstate 35 near Albert Lea for an additional \$2,912 through December 2025. No action taken on this proposal.

Next Meeting: 8 a.m. on Friday, May 23, 2025 at 101 S. Front St.

Adjourned: 9:07 a.m.

Respectfully submitted by director Ed Lee on April 25, 2025

ATTEST: ----- -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, March 28, 2025
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Ben Ranft, Bob Sandeen, Abbey Lane, Miriam Andree, Megan Ruble, Amanda Malkin, Josh Weisenfeld and director Ed Lee

Vice Chairperson Appointed: Sandeen nominated Abbey Lane to serve as the Tourism Board Vice Chairperson. Sandeen motioned Lane serve as Vice Chairperson, seconded by Ranft, approved unanimously.

Call to Order: Called to order at 8:04 a.m. by Lane.

Consider Approval of Minutes for February 28, 2025 Meeting. Motion by Sandeen, seconded by Ruble. Approved unanimously

Lodging Tax Comparison – Board members acknowledged that Lodging Tax dollars are flowing in a little slower, as that has been a trend in the early months of 2025. One reason again cited was that competition from added hotel and motel rooms in Mankato has perhaps had an effect. Motion by Ranft, seconded by Sandeen, to approve Lodging Tax Comparison. Approved unanimously.

Grant Spreadsheet Review – Motion by Sandeen, seconded by Ranft, to approve Grant Spreadsheet Review. Approved unanimously.

Account Balance Report – Motion by Ranft, seconded by Weisenfeld. Approved unanimously.

Grant Request – 2025 Ambassadors Blues Fest – Saint Peter Ambassadors -- Established event in Minnesota Square Park. Requested \$3,000. Board members discussed that this event is serving its purpose. Motion by Ranft, seconded by Weisenfeld. Approved unanimously.

Grant Request – 2025 Young John Denver Fest – Saint Peter Ambassadors -- New event in Minnesota Square Park, featuring the music of John Denver, and themed, for when Denver spent time in Saint Peter as a younger man. Requested \$1,000. Discussion and praise of the Ambassadors adding this event to their slate for the community. Board assigned director to tell Ambassadors they are eligible for an additional \$700 to help promote this event, and if they prove they spent an additional \$700 in their final report they will be on track to be approved for that additional amount. Motion by Weisenfeld, seconded by Ranft. Approved unanimously.

Grant Final Report – 2025 An Evening With William Kent Krueger – City of Saint Peter Senior and Recreation – Established event. Very well documented spending of eligible expenses. Grant was \$1,000. Requested final \$100. Board members agreed this is a very worthwhile event checking all the boxes for success. However, receipts were not included with the report. Board assigned director to communicate with event organizer to require receipts proving the spending on eligible expenses. Motion by Ranft to table this final report pending receipts, and seconded by Sandeen. Motion to table voted unanimously.

Grant Request – 2025 Minnesota BBQ Society Competition – Minnesota BBQ Society – This is the second year for this event. Expenses listed on application are all eligible. Requested \$1,000. 90 percent of \$1,000 is \$900. Agreement by the Board this event is good for Saint Peter in that it attracts visitors and showcases community. Motion by Ruble, and seconded by Andree to approve grant request. Approved unanimously.

Grant Final Report – Saint Peter Ambassadors – 2025 Saint Peter Saint Patrick's Festivities – Established event with attendance perhaps larger than ever in 2025. Expenses reported seem eligible. Grant was \$3,000, so final amount requested was \$300. Board members spoke highly of successes with Ambassadors March 17-based event and the promotion of it. Motion by Ranft, seconded by Weisenfeld to approve the final report. Approved unanimously.

Grant Request – 2025 Art Stroll – Art Stroll Committee, Bryan Holland – Established event. Expenses outlined by organizers appear to be eligible. Requested amount was \$3,000. 90 percent is \$2,700. Consensus that Art Stroll draws many visitors and shows community, along with presenting the opportunity to expression for the arts. Motion by Ranft to approve grant request, and seconded by Weisenfeld. Approved unanimously.

Consideration of modifying Grant Application Form – Board assigned director to reach out to City Administrator Todd Prafke to help with discussion of modifying application form, and adding rubric, at a regular meeting in the near future. Motion by Weisenfeld, and seconded by Ranft.

Next Meeting: 8 a.m. on Friday, April 25, 2025 at 101 S. Front St.

Adjourned: 9:10 a.m.

Respectfully submitted by director Ed Lee on March 28, 2025

Respectfully submitted by director Ed Lee on March 28, 2025

ATTEST: -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, February 28, 2025

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Bob Sandeen, Abbey Lane, Miriam Andree, JJ Akin, Amanda Malkin, Josh Weisenfeld and director Ed Lee

Call to Order: Called to order at 8:00 a.m. by Sandeen.

Oath of Office: Amanda Malkin

Consider Approval of Minutes for January 24, 2025 Meeting. Motion by Lane, seconded by Akin. Approved unanimously

Lodging Tax Comparison – Discussion that lodging tax dollars were fewer in 2024 than they were in 2023. Andree, hospitality representative, was asked about the factors, and she mentioned that Saint Peter is feeling the effects of hundreds of motel rooms being added in Mankato. Motion by Akin, seconded by Lane, to approve Lodging Tax Comparison. Approved unanimously.

Grant Spreadsheet Review – Motion by Akin, seconded by Andree, to approve Grant Spreadsheet Review. Approved unanimously.

Account Balance Report – Motion by Lane, seconded by Akin. Approved unanimously.

Grant Final Report – 2025 Flurries and Fireworks – Saint Peter Ambassadors – Report from director that event was the first ever, was awarded \$1,000 organizers – the Ambassadors -- appear to have spent on eligible expenses. 10 percent of \$1,000 is \$100. Motion by Lane, seconded by Akin. Approved unanimously.

Grant Final Report – 2025 WinterMania 2 – Saint Peter Ambassadors and Ann Norgaard – Board members heard that this was second-year event at Johnson Hall for professional wrestling and was awarded \$3,000. The event was popular, selling out. 10 percent of \$3,000 is \$300. Expenses were eligible, Board members agreed. Motion by Andree, second by Weisenfeld. Approved unanimously

Grant Request – 2025 Saint Patrick's Festivities – Saint Peter Ambassadors -- Established event along Third Street and throughout community. Requesting \$3,000. Board members said this is a good event worthy of Tourism grant funding and helps put Saint Peter on the map. Motion by Akin, seconded by Andree. Approved unanimously

Grant Request – 2025 Minnesota Original Music Festival – MOMF Board and director Eli Hoehn – tabled from January meeting. Established event in park, throughout Saint Peter and expanding dates. All expenses listed seem to be eligible on the revised application form, the director said. Board members were supportive. Requesting \$3,000. 90 percent of \$3,000 is \$2,700. Motion by Lane, seconded by Andree. Approved unanimously.

Other Business – 1. Advertising in Scenic Byways publication. Guidelines presented by director, followed by Board discussion that the publication advertising looks to be a good investment. Motion by Lane to authorize director to spend up to \$1,800 on two ads – one matching the current billboard at Broadway and Minnesota and the other with a photo of music in Minnesota Square Park. This strategy captures branding advantages, Board members said. Seconded by Andree. Approved unanimously; 2. Short discussion about the packet with Statute that the Board goes by, along with packet of rules explanations, precedents and case law. This was all included in Board agenda packet for this meeting. No further action needed; comments that it is a good idea to include this information to new members and all members from time to time.

Next Meeting: 8 a.m. on Friday, March 28, 2025 at 101 S. Front St.

Adjourned: 9:01 a.m.

Respectfully submitted by director Ed Lee on February 28, 2025

ATTEST: -----

Erin Schwab, Board Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES (Unofficial until February 28, 2025)

8 A.M. – FRIDAY, January 24, 2025

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Ben Ranft, Bob Sandeen, Abbey Lane, Miriam Andree, Erin Schwab, JJ Akin and director Ed Lee

Call to Order: Called to order at 8:00 a.m. by Schwab.

Consider Approval of Minutes for December 6, 2024 Meeting

Lodging Tax Comparison – Motion by Sandeen, seconded by Lane, to approve Lodging Tax Comparison. Unanimous.

Grant Spreadsheet Review – Motion by Sandeen, seconded by Ranft, to approve Grant Spreadsheet Review. Unanimous.

Account Balance Report – Motion by Lane, seconded by Sandeen. Unanimous

Staff Recommendation – Board members heard a staff recommendation from the director Continue providing grants as the Board has since making changes to the application form in 2023. The majority of event organizers follow the grant application guidelines, and only a few event organizers disagree with or have not fully understood the guidelines. This is a communication issue that can be fixed. After Board discussion, the director was directed to avail Board members will the rubric provided.

Grant Final Report – 2024 Maker Fair Minnesota – Established event at fairgrounds in October. Received \$3,000 grant for promotion. Attracted more than 4,000 attendees. Tabled from December 6 meeting. Recommendation: Assign staff to communicate with event organizer and request that grant dollars spent on ineligible strategies be returned, while thanking organizer and acknowledging the misunderstanding. Motion by Lane, Seconded by Sandeen to request that event organizer return unused grant dollars. Unanimous.

Grant Final Report – 2024 Saint Peter Farmer's Market – Established event at Food Co-op parking lot. Received \$1,200 grant for promotion. Open in summer and fall months of 2024 and attracted large number of attendees. Recommendation: Assign staff to communicate with event organizer and request that grant dollars spent on ineligible strategies be returned, while thanking organizer and acknowledging the misunderstanding. Motion by Lane, Seconded by Ranft to request that event organizer return unused grant dollars. Unanimous.

Grant Final Report – 2024 Minnesota Barbecue Society competition – New event at the fairgrounds. Received \$1,000 grant. Documented \$600 for radio ads, \$25 in Facebook boosts and flyers. Recommendation: Assign staff to communicate with event organizer and request that grant dollars spent on ineligible strategies be returned, while thanking organizer and acknowledging the misunderstanding. Motion by Lane, Seconded by Ranft to request that event organizer return unused grant dollars. Unanimous.

Grant Final Report – 2024 Winterslam – Established event at fairgrounds in February. Received \$3,000 grant. Promo Video costing \$1,200 and Derby National TV for \$2,000 (together equaling \$3,200) are arguably precedented eligible expenses. Recommendation: Assign staff to communicate with event organizer and request that grant dollars spent on ineligible strategies be returned, while thanking organizer and acknowledging the misunderstanding. Motion by Ranft, Seconded by Lane to request that event organizer return grant dollars used on ineligible expenses. Unanimous.

Grant Request – All School Reunion – All School Reunion Committee. Event is with July 4 weekend because many former residents/Saint Peter High School graduates are in town. Of all expenses listed, eligible ones would include postage, print ads and posters. Staff recommends tabling to communicate with organizers and discuss eligible expenses. Motion by Akin, Seconded by Ranft to request that event organizer resubmit application clearly outlining eligible expenses. Unanimous.

Grant Request – 2025 Minnesota Original Music Festival – Organizer Eli Hoehn -- Event in its fourth year at Minnesota Square Park and other venues. Schedule goes from June 27 to September 28 this year. Eligible expenses amount to \$3,325. Please look carefully at the expenses listed as eligible. Board can approve, deny or table until conversation is had with organizer to clearly state eligible expenses. Requesting \$3,000. Motion by Ranft to table request, Seconded by Lane and request that event organizer resubmit grant application clearly outlining eligible expenses. Unanimous.

Grant Request – 2025 Saint Peter Senior Expo – City of Saint Peter Recreation and Leisure Services – Established event at Community Center on April 17. Organizers have long track record of spending on clearly eligible expenses. Motion by Ranft to approve up to \$3,000, and Seconded by Akin. Unanimous.

Grant Request – 2025 Festival of Nations -- Saint Peter Good Neighbor Diversity Council – Contact is Trish Hiscock-Austin. Event is in third year at fairgrounds on May 3. Strong track record of spending grant dollars on eligible expenses. Requesting \$3,000. Motion by Ranft, Seconded by Sandeen, to approve \$3,000. Unanimous.

Grant Request – 2025 Old-Fashioned Fourth of July Parade and Picnic in the Park -- Saint Peter Chamber – Established event along parade route and Minnesota Square Park. Eligible expenses are understood, with very safe, traditional media spending to follow rules with zero gray area. Requesting \$3,000. Motion by Ranft, Seconded by Sandeen, to approve \$3,000. Unanimous.

Grant Request – 2025 Spring to Saint Peter -- Saint Peter Chamber – Event in its second year that encourages visitors to experience shopping and dining scene and have passports stamped. Eligible expenses are understood, with very safe, traditional media spending to follow rules with zero gray area. Requesting \$2,000. Motion by Ranft, Seconded by Sandeen, to approve \$2,000.

Other Business -- APG Visitors Guide advertising, same price as last year. Motion by Lane, Seconded by Ranft, to approve ad. Unanimous.

Next Meeting: 8 a.m. on Friday, February 28, 2025 at 101 S. Front St.

Adjourned: 9:01 a.m.

Respectfully submitted by director Ed Lee on January 24, 2025

ATTEST: ----- -----

Erin Schwab, Board Vice Chair

Ed Lee, Executive Director