

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.

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

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, December 6, 2024

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Abbey Lane, Josh Weisenfeld, Miriam Andree, Sandi Miller, Megan Ruble and director Ed Lee

Call to Order: Called to order at 8:10 a.m. by Lane.

Consider Approval of Minutes for September 27, 2024 Meeting

Lodging Tax Comparison – Motion by Ruble, seconded by Weisenfeld, to approve Lodging Tax Comparison. Unanimous.

Grant Spreadsheet Review – Motion by Weisenfeld, seconded by Ruble, to approve Grant Spreadsheet Review. Unanimous.

Account Balance Report – Hospitality representative said fall season was slower than expected. Lodging Tax Account - \$66,986 on October 1 and \$69,930 on October 31, according to bank statements. Motion by Weisenfeld, seconded by Miller. Unanimous

Grant Final Report – 2024 Oktoberfest – Saint Peter Ambassadors – Board members reviewed this annual event hosted on September 26, 27 and 28 at fairgrounds and said paperwork shows eligible expenses. 10 percent of \$3,000 is \$300. Motion by Weisenfeld, seconded by Miller, to accept final report for 2024 Oktoberfest. Unanimous.

Grant Final Report – 2024 Festival of Nations -- Good Neighbor Diversity Council – Festival organizers with Trish Hiscock-Austin – Annual event on May 18 at the fairgrounds. Board members spoke very favorably of this event and said expenses meet eligible criteria. Grant was \$3,000. 10 percent of \$3,000 is \$300. Motion by Ruble, seconded by Miller, to approve 2024 Festival of Nations final report. Unanimous.

Grant Final Report – 2024 Girls Day Out – Saint Peter Chamber – Board members discussed annual event in downtown Saint Peter on first Thursday of October and said eligible expenses exceeded allotted grant dollars. Grant was \$1,500. 10 percent of \$1,500 is \$150. Motion by Ruble, seconded by Andree, to accept final report for 2024 Girls Day Out. Unanimous.

Grant Request – Evening with William Kent Krueger – Board members discussed this is City of Saint Peter Recreation and Leisure Services new event featuring New York Times bestseller William Kent Krueger at the High School Performing Arts Center. On February 26, 2025 with what they agree is a “massive” advertising campaign using eligible expenses. Request is \$1,000. Motion by Miller, second by Weisenfeld, to approve grant for 2024 Evening With William Kent Krueger. Unanimous.

Grant Request – 2025 Winterfest WinterMania – Ann Norgard supported by Saint Peter Ambassadors. Established event on February 1, 2025 at fairgrounds with professional wrestling. Board members said this was an appropriate use of promotion dollars. Motion by Weisenfeld, second by Miller, to approve 2024 WinterMania grant. Unanimous.

Proposed New Grant Application form for 2025 – Director said new paperwork 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. Motion by Weisenfeld, second by Ruble, to table proposed paperwork until more information can be gathered and more discussion can be had. Unanimous.

Grant Final Report – 2024 Art Stroll – Board members discussed this is an established event throughout downtown and venues. Received \$3,000 grant for promotion. Four marketing strategies appear to meet eligible expenses parameters, Board members said, and total went up to \$3,804.88. Final 10 percent is \$300. Motion by Ruble, second by Weisenfeld, to approve 2024 Art Stroll final report. Unanimous.

Grant Final Report – 2024 Maker Fair Minnesota – Established event at fairgrounds in October. Received \$3,000 grant for promotion. Board members discussed effectiveness and efficiency of grant dollars claim offered by event organizers. Motion by Weisenfeld, second by Miller, to table final report until more discussion about promotion definition can be had. Unanimous.

Grant Final Report – 2024 Saint Peter Farmer’s Market – Established event at Food Co-op parking lot. Received \$1,200 grant for promotion. Board members looked at promotion definition. Motion by Weisenfeld, second by Miller, to table final report until more discussion about promotion definition can be had. Unanimous.

Grant Final Report – 2024 Rock Bend Folk Festival – Established event at Minnesota Square Park in September. Received \$3,000 grant. Expenses were dedicated to printed materials, and Board discussed promotion strategies. Motion by Weisenfeld, second by Miller, to table final report until more discussion about promotion definition can be had. 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. Board discussed promotion strategies. Motion by Weisenfeld, second by Miller, to table final report until more discussion about promotion definition can be had. 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, director said, based upon precedence. Board members talked about allowable promotion dollars. Motion by Weisenfeld, second by Miller, to table final report until more discussion about promotion definition can be had. Unanimous.

Grant Final Report – Halloween Fun Run – Saint Peter Chamber – Received \$1,700 grant and documented eligible expenses easily exceed that amount, Board members said. Final 10 percent of \$1,700 is \$170. Motion by Ruble, second by Andree, to approve final report for 2024 Halloween Fun Run. Unanimous.

Grant Request – 2025 Flurries and Fireworks – Saint Peter Ambassadors – New event at fairgrounds with a band. Requesting \$1,000. Board members said expenses outlined in report appear eligible. 90 percent of \$1,000 is \$900. Motion by Weisenfeld, second by Miller, to approve request for 2025 Flurries and Fireworks. Unanimous.

Adjourned 9:10 a.m.

Next Regular Meeting: 8 a.m. on Friday, January 24, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on December 6, 2024

ATTEST: -----

Erin Schwab, Board Vice Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, September 27, 2024

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: JJ Akin, Erin Schwab, Bob Sandeen, Abby Lane, Megan Ruble, Josh Weisenfeld and director Ed Lee

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

Minutes for August 23, 2024: Motion by Sandeen and seconded by Ruble to approve minutes of August 23, 2024 meeting. Approved unanimously.

Grant Spreadsheet Review: Final reports are tickling in from organizers of 2024 events, Board members said. There is still a push to get all the final reports in. Motion by Weisenfeld and seconded by Ruble to approve Grant Spreadsheet Review. Approved unanimously.

Lodging Tax Comparison: Board members said the comparison still looks to be on track. Hospitality representative mentioned fall Gustavus events and events like weddings, Rock Bend Folk Festival and Oktoberfest there is some stability. Motion by Weisenfeld and seconded by Ruble to approve Lodging Tax Comparison. Approved unanimously.

Account Balance Report -- Lodging Tax Account - \$58,189 on August 31, according to bank statement. This number looks good, Board members agreed. On today's agenda is a proposal to invest \$21,000 in billboard promotion of the community of Saint Peter, along with routine grant final reports. Motion by Weisenfeld and seconded by Lane to approve lodging tax account balance. Approved unanimously.

Grant Final Report – 2024 Saint Patrick's Festivities – Saint Peter Ambassadors – Annual event hosted on March 17 along Front Street primarily. Board members said the expenses are eligible, and the event meets the goal of showcasing Saint Peter to visitors. 10 percent of \$3,000 is \$300. Motion by Ruble and seconded by Sandeen to approve the final report for Ambassadors Saint Patrick's Festivities. Approved unanimously.

Grant Final Report – 2024 Minnesota Original Music Festival – Festival organizers with Eli Hoehn – Annual grant for the July 20th week of public music opportunities. Board members said expenses meet eligible criteria, and it attracted people to town. Organizers were pleased with event. Much documentation provided. Grant was \$3,000. 10 percent of \$3,000 is \$300. Motion by Lane, seconded by Weisenfeld, to approve the final report and \$300 payment to Minnesota Original Music Festival. Approved unanimously.

Updated information on postcards program – Final approval given to the postcards program, which includes five images compliments of professional photographer Jon Smithers. Postcards to

include QR code. Motion by Akin, seconded by Lane, to approve spending up to \$300, or up to \$40 more if there is a volume discount. Approved unanimously.

Billboards program – Motion by Akin, seconded by Weisenfeld, to approve spending up to \$21,000 for three billboards – in Saint Peter and near Le Sueur/Belle Plain and Lake Crystal. Approved unanimously.

Shopping and Dining Brochures – Board members discussed authorizing the Chamber to spend up to \$300 printing shopping and dining brochures and updating them constantly. Motion by Lane, second by Weisenfeld. Approved unanimously.

Adjourned 9:03 a.m.

Next Meeting: 8 a.m. on Friday, October 25, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on September 27, 2024

ATTEST: -----

Erin Schwab, Board Vice Chair

Ed Lee, Executive Director

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, August 23, 2024

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Ben Ranft, JJ Akin, Erin Schwab, Bob Sandeen, Sandi Miller, Megan Ruble and director Ed Lee

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

Minutes for June 28, 2024: Motion by Miller and seconded by Ranft to approve minutes of July 26, 2024 meeting. Approved unanimously.

Grant Spreadsheet Review: Discussion that several grant final reports can still come in from event organizers and fall is typically the time of year more activity along those lines is seen. Board members motivated the director to review the grant application form and make sure all references urge event organizers to get their final paperwork in within the 60 days of the event. Motion by Sandeen and seconded by Miller to approve Grant Spreadsheet Review. Approved unanimously.

Lodging Tax Comparison: Board members agreed the lodging tax numbers appear to be on track. While it was down \$18 in June comparing the 2024 figure to the 2023 figure, no one expressed alarm. Overall, the fund is ahead by more than \$2,000 comparing 2023 to 2024. The Board's hospitality professional said their experience aligns with the numbers coming in on the Lodging Tax Comparison, and they are getting ready for fall events with Gustavus and the community, such as Rock Bend Folk Festival and Oktoberfest. Motion by Sandeen and seconded by Miller to approve Lodging Tax Comparison. Approved unanimously.

Account Balance Report - Lodging Tax Account - \$55,690, according to bank statement, is a good, healthy amount to fulfill opportunities, Board members said. This figure continues to stay around the \$60,000 area, Board members said. Motion by Sandeen and seconded by Akin to approve the Account Balance Report. Approved unanimously.

Grant Application – 2024 Indigenous Day Walk – Saint Peter School Native American Parent Advisory Committee – Annual event hosted on October 14. First-time grant application; organizers want to promote to increase participants. Requesting \$1,000. Board members said this is a diversity friendly application, and it is not a first-time event so they are happy to provide the \$1,000 requested. Advertising promotional expenses appear to test the eligibility guidelines, but the director's communication with the organizer covers the base of providing information about what is eligible. 90 percent of \$1,000 is \$900. Motion by Sandeen and seconded by Akin to approve the Account Balance Report. Approved unanimously.

Grant Final Report – 2024 Old-Fashioned Fourth of July – Saint Peter Chamber – Board members said expenses are within the eligibility rules and the event does a lot of attract visitors and showcase the community. Motion by Ranft and seconded by Miller to accept the final report from the Chamber for July 4 and provide the final \$300. Approved unanimously.

Grant Application – 2024 Girls Day Out – Saint Peter Chamber – Annual event hosted on October 3, 2024 downtown and all around. Promotional expenses nearly identical to 2023 approved grant and

final report. Event attracts visitors from 30 communities turning in their passports, so it's verified. Request is \$1,500. 90 percent of \$1,500 is \$1,350. Discussion on differences between former Girls Night Out and current Girls Day Out. Event checks the boxes of attracting a good number of attendees (at least 500). Motion by Ranft and seconded by Miller to accept the grant application for Girls Night Out from the Chamber and provide requested \$1,500 grant. Approved unanimously.

Grant Application – 2024 Halloween Fun Run – Saint Peter Chamber – Annual event hosted on October 26, 2024 at the high school. Promotional expenses close to 2023 approved grant and final report, although the approved amount was \$1,700 decided upward by the Board from the requested \$1,000. Event attracts visitors from 29 communities registering online, so it's verified. Request is \$1,000. Board members said the Halloween Fun Run indeed is doing what the Bureau is trying to do with attracting and showcasing. Director amended the request upward to the 2023 level and support was given. Motion by Ranft and seconded by Sandeen to accept the grant application for Halloween Fun Run from the Chamber and provide requested \$1,700 grant. 90 percent of 1,700 is \$1,530. Approved unanimously.

Other Business -- Postcards – Board members assigned the director to get pricing with authorization to spend up to \$300, and perhaps a little more if there is a volume discount, and add scenes with the Treaty Site History Center and the Minnesota Square Park Pavilion. Director will report back in September to the Board. With, the director was assigned to provide information on costs and prepare for a design ideas conversation at the September meeting as plans are made for 2025 billboards, which could include one near Belle Plane along Highway 169 South.

Next Meeting: 8 a.m. on Friday, September 27, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on August 23, 2024

SAINT PETER TOURISM BUREAU

BOARD OF DIRECTORS MINUTES

8 A.M. – FRIDAY, July 26, 2024

AT THE SAINT PETER CHAMBER AND TOURISM OFFICE

Attendance: Bob Sandeen, Sandi Miller, Abbey Lane, Josh Weisenfeld, Megan Ruble and director Ed Lee

Call to Order: Called to order at 8:06 a.m. by Sandeen.

Minutes for June 28, 2024: Motion by Lane and seconded by Weisenfeld to approve minutes of June 28, 2024 meeting. Approved unanimously.

Grant Spreadsheet Review: Board members said they were comfortable with where the processes are as applications and final reports are being processed in 2024. They said they would like to see a list of event dates. Motion by Ruble and seconded by Weisenfeld to approve Grant Spreadsheet Review. Approved unanimously.

Lodging Tax Comparison: Discussion was that numbers are looking good with increased progress dollar-wise for the last two months, after a slower start for the year. Motion by Miller and seconded by Ruble to approve Lodging Tax Comparison. Approved unanimously.

Account Balance Report - Lodging Tax Account - \$62,737, according to bank statement. This figure continues to hover nicely in the \$60,000 area, Board members said. Motion by Sandeen and seconded by Lane to approve the Account Balance Report. Approved unanimously.

Grant Final Report – Saint Peter Ambassadors – 2024 Blues Fest – Board members agreed that expenses have eligibility to beyond \$3,000. Motion to approve that amount by Ruble and seconded by Weisenfeld. Approved unanimously to approve Ambassadors' Final Report for 2023 Blues Fest. \$300.

Grant Application – Maker Fair Minnesota organizers -- 2024 Maker Fair Minnesota – Annual event hosted at the Nicollet County Fairgrounds. High attendance, rain or shine, is verifiable from past events, as are the eligible expenses, Board members said. Motion by Weisenfeld and seconded by Ruble to approve the 2024 Maker Fair Minnesota Grant Application. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Grant Final Report – Nicollet County Fair Board – 2023 Nicollet County Fair – Annual event hosted at the fairgrounds, with expenses exceeding, in eligible context, most if not all other events on the annual docket, Board members said. Motion by Ruble and seconded by Lane to approve the 2023 Nicollet County Fair Final Report. Approved unanimously. 10 percent of \$3,000 is \$300.

Proposal – Chamber/Tourism director – TDS Media screen at AmericInn – This item was tabled from the June meeting as discussion was had on the content of the ad. Consent was reached with Board members agreeing the advertisement/promotion of community offer links to upcoming events, so visitors can see good reasons to return to town. Motion by Sandeen and seconded by Ruble to the \$250 investment for TDS advertisement/community promotion on the AmericInn screen. Approved

unanimously. \$250, which is the rate that has not changed in the several years the Tourism Board has been approving this annual investment.

Other Business – The directors, and members of the Board, spoke favorably of the Ride Across Minnesota visit to Saint Peter on July 24, 25 and 26. There was a brainstorm of ideas for what can happen next time Saint Peter is a host community.

Next Meeting: 8 a.m. on Friday, August 23, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on July 26, 2024

**SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, June 28, 2024
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE**

Attendance: Bob Sandeen, Abbey Lane, Erin Schwab, Megan Ruble and director Ed Lee

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

Minutes for April 26, 2024: Motion by Lane and seconded by Ruble to approve minutes of April 26, 2024 meeting. Approved unanimously.

Grant Spreadsheet Review: Discussion centered on the grants that have been awarded and paid this year. Motion by Lane and seconded by Ruble to approve Grant Spreadsheet Review. Approved unanimously.

Lodging Tax Comparison: Board members talked about the numbers being on track compared to last year. Motels have been relatively slower. Motion by Sandeen and seconded by Lane to approve Lodging Tax Comparison. Approved unanimously.

Account Balance Report - Lodging Tax Account - \$55,958 according to bank statement. Board members agreed this is a very strong balance. Motion by Sandeen and seconded by Lane to approve the Account Balance Report. Approved unanimously.

Grant Application – Farmers Market – 2024 Farmers Market Organizers – Requesting \$3,000. Discussion that expenses reported have eligibility to \$1,200. Motion to approve that amount by Ruble and seconded by Sandeen. Discussion will be had with organizer, and likely director, with the organizers. Approved unanimously at the \$1,200 level.

Grant Final Report – City of Saint Peter -- 2024 Senior Expo – Annual event hosted the community center, with expenses well documented and eligible, Board members said. Motion by Sandeen and seconded by Ruble to approve the Senior Expo Final Report. Approved unanimously. 10 percent of \$1,000 is \$100.

Grant Application – Saint Peter Ambassadors -- 2024 Oktoberfest – Annual event hosted at the fairgrounds, with expenses laid out clearly and apparently eligible, Board members said. Motion by Ruble and seconded by Lane to approve the Oktoberfest grant. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Grant Application – Saint Peter Chamber -- 2024 Spring to Saint Peter – New annual event hosted downtown and all around, with expenses present and eligible, Board members said. Motion by Ruble and seconded by Lane to approve the Spring to Saint Peter final report. Approved unanimously. 10 percent of \$1,000 is \$100.

Grant Application – Saint Peter Arts Stroll committee -- 2024 Saint Peter Arts Stroll – Annual event hosted downtown and elsewhere in town, with expenses given and eligible, Board members said. Motion by Sandeen and seconded by Lane to approve the Arts Stroll grant. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Grant Application – Relay for Life organizers -- 2024 Relay for Life – Annual event hosted at the Gorman Park. Board members determined this would need to be awarded after the event, but there is a precedent where that can't happen. Motion by Ruble to deny and seconded by Lane to deny the Relay for Life grant request. Denied unanimously.

Grant Application – Saint Peter Ambassadors -- 2024 Oktoberfest – Annual event hosted at the fairgrounds, with expenses laid out clearly and apparently eligible, Board members said. Motion by Ruble and seconded by Lane to approve the Oktoberfest grant. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Grant Application – Nicollet County Fair Board -- 2024 Nicollet County Fair – Annual event hosted at the fairgrounds, with expenses laid out clearly and eligible, Board members agreed. Motion by Lane and seconded by Ruble to approve the Nicollet County Fair grant. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Grant Final Report – River's Edge Hospital -- 2024 Bicycle Safety Rodeo – Annual event hosted at the hospital with cooperation by police department and others, and expenses given and clearly and eligible, Board members said. Motion by Sandeen and seconded by Lane to approve the Bicycle Safety Rodeo grant final report. Approved unanimously. 10 percent of \$1,000 is \$100.

Grant Application – Rock Bend Folk Festival committee -- 2024 Rock Bend Folk Festival – Annual event hosted at the Minnesota Square Park, with expenses clearly communicated and eligible, Board members said. Motion by Ruble and seconded by Lane to approve the Rock Bend Folk Festival grant. Approved unanimously. 90 percent of \$3,000 is \$2,700.

Other Business – The Board tabled a request presented by Tourism Bureau/Chamber director for the recurring \$250 charge for a screen at AmericInn until they can receive more information and input on the advertisement/community promotion content. Motion by Lane, seconded by Sandeen, to table. Unanimous.

Next Meeting: 8 a.m. on Friday, July 26, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on June 28, 2024

**SAINT PETER TOURISM BUREAU
BOARD OF DIRECTORS MINUTES
8 A.M. – FRIDAY, MARCH 22, 2024
AT THE SAINT PETER CHAMBER AND TOURISM OFFICE**

Attendance: Bob Sandeen, Abbey Lane, Josh Weisenfeld, JJ Akin, Teresa Saum, Sandi Miller, Megan Ruble and director Ed Lee

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

Minutes for March 26, 2024: Motion by Weisenfeld and seconded by Sandeen to approve minutes of March 22, 2024 meeting. Approved unanimously.

Grant Spreadsheet Review: Board members talked about the total number of grants that were approved in 2023 and noted that there are still a few outstanding final reports. This is a common situation from year to year. Motion by Weisenfeld and seconded by Sandeen to approve Grant Spreadsheet Review. Approved unanimously.

Lodging Tax Comparison: Discussion that despite the motels being slow in the first two months of the year, proceeds for 2024 are still slightly ahead of where they were in 2023 for the same time period. Motion by Weisenfeld and seconded by Sandeen to approve Lodging Tax Comparison. Approved unanimously.

Account Balance Report - Lodging Tax Account - \$59,338.92 bank statement March 1, 2024; \$55,800.26 on March 31, 2024. Director reported that the balance is hovering in the mid-\$50,000 range. Discussion that the philosophies always are going to be to balance the need to strongly invest dollars while maintaining reserves so opportunities can be addressed when they arise and keeping it more doable to say yes to event organizers seeking promotion grants. Motion by Miller and seconded by Akin to approve the Account Balance Report. Approved unanimously.

Grant Application - Ambassadors – 2024 Blues Fest – Requesting \$3,000. Discussion that expenses reported by the Ambassadors were all eligible according to the guidelines. Motion by Ruble and seconded by Weisenfeld to approve the Ambassadors Blues Fest grant for 2024. Approved unanimously. 90 percent is \$2,700.

Grant Application – River’s Edge -- 2024 Bike Safety Rodeo – Annual event hosted at River’s Edge Hospital with other organizations participating. All promotional expenses are eligible for this event, which is returning in its several-years history, Board members agreed. Motion by Akin and seconded by Ruble to approve the River’s Edge Bike Safety Rodeo grant for 2024. Approved unanimously. 90 percent of \$1,000 is \$900.

Proposal – Ed Lee, director of Chamber and Tourism Bureau – Requesting \$1,000 with hosting the Ride Across Minnesota as 300 cyclists overnight twice here in mid-July stimulating the local economy by putting heads in beds and spending at local stores and restaurants. Precedent: Tourism has always provided \$1,000 TRAM funding. Board members considered and debated anticipated application of grant funding. Motion by Weisenfeld and seconded by Miller to approve the proposal for TRAM 2024, with the contingency that more discussion will come in July regarding grants verses proposals. Approved unanimously.

Other Business

- a. Discussion on ads in USA Today Travel and SMTA Guide (billboard style, discussion contact info)
- b. Discussion about Reminder: Nicollet County Fair grant request
- c. Discussion on BBQ event at the fairgrounds on May 10 involves Lions, Rotary and Chamber involved
- d. Discussion preliminary report on Spring to Saint Peter (answering any questions)

- e. Short discussion about Tourism contacts with Dawn Schreiber the SMTA Administrative Coordinator, Explore Minnesota Lisa Havelka, Welcome Centers and Visitor Guides, Mall of America welcome kiosk, MSP airport kiosk, APG Visitors Guide Kathleen Davies, designers of SMTA ad, Pearly Gates visits (we run out there), phone calls, visits from travelers, Rachel Hermanson ad designer with SMTA, billboards with Lemar and Reagan

Next Meeting: 8 a.m. on Friday, June 28, 2024 at 101 S. Front St.

Respectfully submitted by director Ed Lee on April 26, 2024

SAINT PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 A.M. – FRIDAY, MARCH 22, 2024 AT THE SAINT PETER CHAMBER AND TOURISM OFFICE Attendance: Bob Sandeen, Erin Schwab, Abbey Lane, Josh Weisenfeld, Ben Ranft, JJ Akin, Teresa Saum, Megan Ruble and director Ed Lee Call to Order: Called to order at 8 a.m. by Chairperson Saum Swearing in: Swearing in of JJ Akin Minutes for February 23, 2024: Motion by Weisenfeld and seconded by Schwab to approve minutes of February 23, 2024 meeting. Approved unanimously. Lodging Tax Comparison – Economic activity is still slow with motels, especially as winter youth tournaments have subsided, according to the hospitality representative on the Board. Motion by Sandeen and seconded by Lane to approve lodging tax comparison. Approved unanimously. Grant Spreadsheet Review – The document is on track, Board members said. Motion by Schwab and seconded by Weisenfeld to approve grant spreadsheet review. Approved unanimously. Account balance – The account balance of \$56,339, as reported on the bank statement, remains strong, with opportunities like billboards and other promotions such as an ad that partners with the Nicollet County Historical Society in USA Today Travel, Board members discussed. The travel guide ad proposal will be considered in Other Business. Motion by Ranft and seconded by Schwab to approve the balance report. Approved unanimously. Grant Final Report – Point to Place – 2023 Handmade Holiday Gift Shop – Organizer decided promotion dollars were adequate below the level granted so returned, by check, the amount of \$135.55 while declining to request the final \$100 with the final report. Motion by Ranft and seconded by Schwab to accept the final report, accept the return payment of \$135.55 and not award the final \$100 of the \$1,000 grant. Approved unanimously. Advertisement with USA Today Travel -- Motion by Weisenfeld to approve partnership with Nicollet County Historical Society to pay \$1,950 of the \$3,900 cost to advertise with a quarterpage in the far-reaching, high circulation USA Today Travel guide. Approved unanimously. Other Business – The Board discussed, but took no action on, a proposed rubric that would acknowledge events' overall budgets, high-visibility attendance, potential for generating overnight stays, and widespread reach of attracting attendees of ages, genders and interests. Board members also discussed, but took no action on, Saint Peter hosting The Ride Across Minnesota in July 2024. Tourism dollars have been awarded in the past for overnight TRAM stays; the question is whether this promotional expense fits with Tourism's desire to attract visitors, showcase the community and help stimulate the local economy. Motels have always filled up in the past, and the restaurants and stores see good economic activity. The Board did not take action on rejecting any requests to provide Tourism dollars to golf

outings/tournaments, because there was no formal request, but all Board members voicing opinions said there is no precedent with helping fund golf tournaments, there are too many golf tournaments to fairly fund, and golf tournaments don't fit the guidelines of the promotional grants program. Next Meeting: 8 a.m. Friday, April 26, 2024, Adjourn at 9:09 a.m Respectfully submitted by director Ed Lee on March 22, 2024

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, February 23, 2024 At Saint Peter Chamber and Tourism Office -Attendance: Bob Sandeen, Erin Schwab, Abbey Lane, Josh Weisenfeld and director Ed Lee -Call to Order: Called to order at 9:01 a.m. by Vice Chairperson Schwab -Swearing In: Swearing in of Abbey Lane and Josh Weisenfeld -Minutes for January 26, 2024: Motion by Sandeen and seconded by Weisenfeld to approve minutes of January 26, 2024 meeting. Approved unanimously. -Lodging Tax Comparison – The year is off to a slow start in the hospitality realm, said the hospitality representative on the Board. Looking for business to pick up as the temperatures warm. Motion by Lane and seconded by Weisenfeld to approve lodging tax comparison. Approved unanimously. -Grant Spreadsheet Review – This looks to be in order, Board members said. Motion by Sandeen and seconded by Weisenfeld to approve grant spreadsheet review. Approved unanimously. -Account balance – The account balance of \$64,492, as reported on the bank statement, remains healthy. Opportunities such as billboards and other promotions have been presented and utilized. Motion by Sandeen and seconded by Lane to approve the account balance report. Approved unanimously. -Grant Request – Govenaires – 2024 campaign -- Board members discussed the Govenaires program and how it fits with promoting Saint Peter through several performances. The group's idea is to post a very frequent sponsored social media advertisement. Motion by Lane and seconded by Weisenfeld to support the Governors with a \$3,000 grant for promoting Saint Peter. Approved unanimously. -Grant Final Report – WrestleMania – Saint Peter Ambassadors. Board members offered positive comments about this first time event. Motion by Sandeen to approve final \$100 to the Ambassadors and seconded by Lane. Approved unanimously. Final 10 percent is \$100. -Final Grant Report – Blues Fest – Saint Peter Ambassadors – This was approved on a final contingency that partial dollars be returned as not all were deemed eligible promotional expenditures. Motion by Weisenfeld to pay the final \$300 of the 2023 Blues Fest grant to the Ambassadors and seconded by Sandeen. Approved unanimously. -Grant Request – Minnesota Original Music Festival – Organizer Eli Hoehn – Board members spoke highly of the festival and, as this was tabled last month to gather more research, asked that a conversation with Mr. Hoehn be conducted about eligible expenses. Motion by Weisenfeld to approve \$3,000 grant to Minnesota Original Music Festival and seconded by Lane. Approved unanimously. Grant amount is \$2,700. -Grant Request – Saint Patrick's festivities -- Saint Peter Ambassadors – Board members expressed support and appreciation for the Saint Patrick's festivities organizers. Approval of this grant is contingent upon received dollars back from the 2023 Blues Fest grant. Motion by Weisenfeld to approve Saint Patrick's festivities grant to the Ambassadors and seconded by Lane. Approved unanimously. Grant is \$3,000, with 90 percent being \$2,700. -Grant Request – Festival of Nations – Saint Peter Good Neighbor Diversity Council – There was very strong support by the Board members for this event, based upon the successes of the 2023 inaugural event. Motion by Weisenfeld to fund the Festival of Nations grant at \$3,000 and seconded by Sandeen. 90 percent is \$2,700. -Grant Request – BBQ event at fairgrounds – Minnesota Barbecue Society – Board members applauded the society's success in the 2023 event and said they look forward to the event on May 10 and 11, 2024. This time around there will be a more public component to sample BBQ and hear

live music on Friday night. Motion by Sandeen to fund the \$1,000 BBQ Society grant and seconded by Lane. Approved unanimously. 90 percent of \$1,000 is \$900. -Grant Request – 2024 Spring to Saint Peter – Chamber – The Board gave support of the event, which is closely modeled after the decades proven Girls Day Out model, which is a passport program to encourage ladies and guys to sample Saint Peter’s offerings. Amount requested was \$1,000. Motion by Sandeen to approve \$1,000 Spring to Saint Peter grant to the Chamber and seconded by Weisenfeld. Approved unanimously. 90 percent of \$1,000 is \$900. Other Business – Short conversations on rubric for event considerations of eligible funds and possible small revisions to the grant request application. Next Meeting: 8 a.m. Friday, March 22, 2024 Adjourn at 9:01 a.m. Respectfully submitted by director Ed Lee February 23, 2024

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, January 26, 2024 At Saint Peter Chamber and Tourism Office -Attendance: Bob Sandeen, Ben Ranft, Erin Schwab, Teresa Saum, Sandi Miller, Megan Ruble and director Ed Lee -Call to Order: Called to order at 9:01 a.m. by Chairperson Saum -Visitor Comments: The Board heard from Cheryl Klages and Amanda Malkin from the Smallest Cog about the idea of videos featuring businesses in Saint Peter. -Minutes for December 1, 2023: Motion by Schwab and seconded by Sandeen to approve minutes of November 1, 2023 meeting. Approved unanimously. -Lodging Tax Comparison – Schwab, who represents the hospitality sector on the Board, reported that business has slowed down with seasonal factors at the motel/hotels. She said there is anticipation it will pick up again. Motion by Sandeen and seconded by Miller to approve lodging tax comparison. Approved unanimously. -Grant Spreadsheet Review – The director mentioned that a few event organizers have been reached and requested to file their final reports from 2023. Motion by Sandeen and seconded by Schwab to approve grant spreadsheet review. Approved unanimously. -Account balance – Board members talked about the Community Grants Program that considers dollars for mainly event organizers, and about special projects led by the Tourism Board when dollars are available. Two examples are investing in billboards and advertising in tourism magazines to promote Saint Peter. Motion by Miller and seconded by Ranft to approve the account balance report. Approved unanimously. - Grant Final Report – Experience Saint Peter – MarketFest 2023 -- Board members assigned the director to communicate with the event person who submitted the grant application and state that final report was denied because the original grant application made no reference to banners but, according to the final report, spent \$1,478.17 on banners. Banners are not deemed an eligible expense, and there is precedence with a music festival event last year when a request was made to the Tourism Board to pay for banners. MarketFest is being asked to pay back \$1,478.17 to the Tourism Board and advised ineligibility for future grants until that money is paid back. MarketFest was paid \$2,700 in 2023 and documented eligible spending with APG for \$750 and Facebook for \$110. Motion by Ranft and seconded by Miller to deny final report amounting to \$300 and request \$1,478.17 be returned to the Tourism Bureau by MarketFest. Approved unanimously. This was a \$3,000 grant, with a \$2,700 check going out to MarketFest in 2023. -Grant Final Report – Art Stroll 2023 – Board members spoke highly of the event and were in consensus that expenses were eligible and reached the \$3,000 threshold. Motion by Sandeen to approve final \$300 to Art Stroll and seconded by Schwab. Approved unanimously. Final 10 percent is \$300. -Grant Request – Minnesota Original Music Festival 2024 – Board members agreed that this is a very good event but discussed whether the public relations dollars request was eligible. The Board assigned the director to communicate with the organizer about what in the grant application constitutes eligible expenses.

Motion by Sandeen to table the grant application request and seconded by Miller. Approved unanimously. Request is for \$3,000. -Grant Request – City of Saint Peter Recreation and Leisure Services – 2024 Senior Expo – Board members applauded the event, documentation in the past of eligible expenses backed by receipts, and the organized budget and application. Motion by Ruble to increase \$1,000 request to \$2,170, which is the amount of eligible expenses outlined in the grant application, pending organizer Roemhildt's acceptance of additional dollars. Seconded by Miller. Approved unanimously. Grant amount is \$2,170. -Grant Request – Saint Peter Chamber – Old-Fashioned Fourth of July 2024 – Board members expressed support for the event. The director said he no longer requests dollars for fireworks, as this is now deemed an ineligible expense. Also ineligible for Tourism dollars in the Chamber events realm is the annual medallion hunt prize, annual social, golf tournament and annual picnic. The director told Board members he understands and respects the guidelines set forth by the Board in December of 2022, and, as with all grants by the Chamber, will provide clear receipts to show how promotional dollars are spent to promote the Old-Fashioned Fourth of July event in 2024. Motion by Ranft to approve Old-Fashioned Fourth of July 2024 grant and seconded by Schwab. Approved unanimously. Grant is \$3,000, with 90 percent being \$2,700. -Other Business – Advertising of \$1,059 as is annually, normally and customarily in APG Visitors Guide. Motion by Ruble to approve community promotion through advertising in APG Visitors Guide and seconded by Miller. Approved unanimously. -Next Meeting: 8 a.m. Friday, February 23, 2024 -Adjourn at 9:06 a.m. Respectfully submitted by director Ed Lee January 26, 2024.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, October 27, 2023 At Saint Peter Chamber and Tourism Office -Attendance: Ben Ranft, Ken Rossow, Bob Sandeen, Sandi Miller, Shanon Nowell, Jon Smithers and director Ed Lee -Call to Order: Called to order at 8:02 a.m., with Rossow serving as Pro Tem leader -Minutes for September 22, 2023: Motion by Nowell and seconded by Miller to approve minutes of August 25, 2023 meeting with three words corrected. Approved unanimously. -Lodging Tax Comparison – Board discussed that lodging tax dollars are still on track to exceed what was collected last year. Motion by Nowell and seconded by Ranft to approve lodging tax comparison. Approved unanimously. -Grant Spreadsheet Review – Discussion that efforts are ramped up to receive final reports from event organizers in 2023. Motion by Smithers and seconded by Miller to approve lodging tax comparison. Approved unanimously. -Account balance – Board members pointed out that the account balance remains in good shape and appears to be holding for all of 2023. Motion by Sandeen and seconded by Nowell to approve the account balance report. Approved unanimously. -Grant Request – Point to Place (Amanda Malkin) – Old-Fashioned Holiday Market. Members discussed that the event, with a cozy big top tent at the Plaza at Grace and Front streets, is designed to attract and entertain visitors. Motion by Nowell, seconded by Smithers, to approve the Holiday Market grant for \$1,000. Approved unanimously. Ten percent of \$1,000 is \$900. -Grant Final Report – Eli Hoehn – Minnesota Original Music Festival. Board members complimented those involved with the festival and directed director to visit with them with guidelines to make sure they didn't have any questions. Motion by Smithers, seconded by Miller, to approve the Minnesota Original Music Festival grant Final Report for \$223, which is 10 percent of the approved \$2,231. Approved unanimously. -Grant Final Report – Saint Peter Chamber – Girls Day Out. Discussion that the event drew more than 500 ladies, which was the goal, to whom the community was showcased. Motion by Smithers, seconded by Nowell, to approve the Girls Day Out grant Final Report for \$100, which is 10 percent of the approved \$1,000. Approved

unanimously. -Grant Final Reports – Experience Saint Peter – Get the Green (for Saint Patrick’s Day) giveaways and Fourth of July (for the Old-Fashioned Fourth of July) giveaways. Board members said they would approve these despite confusion with receipts and questions whether a store was promoted more strongly than tourism via social media Tourism dollars boost spending, pending a \$594.50 check from event organizers. The \$594.50 was being paid back to Tourism because radio promotion was ordered but not played by the radio representatives. Director was instructed to communicate with event organizers about utilization of Tourism dollars for overall Tourism on the Experience Saint Peter page as a boost and not on any store page as a boost. Clarity with receipts, and separation with events in final reports is required by the Tourism Board. Motion by Nowell, seconded by Ranft, to approve the Final Reports for the two events for \$100 each (total of \$200), with represents 10 percent of each \$1,000 grant. Approved unanimously. -Grant Request from September meeting, with “pending” status – Experience Saint Peter/MarketFest requesting \$3,000 each for Elfcapade, Plaid Friday and Candlelight Shopping. Board approved \$3,000 total for the three events, pending Final Reports for Experience Saint Peter’s Get the Green in March and July 4 giveaways around the Fourth of July. Grant Application Form states Final Reports must be submitted within 90 days of an event. These events are planned in the fall season for downtown Saint Peter. Motion by Nowell to approve \$1,000 grant to Experience Saint Peter for Elfcapade and seconded by Ranft, pending, approved unanimously. Motion by Ranft to approve \$1,000 grant to Experience Saint Peter for Plaid Friday and seconded by Sandeen, pending, approved unanimously. Motion by Ranft to approve \$1,000 grant to Experience Saint Peter for Candlelight Shopping and seconded by Smithers, pending, approved unanimously. -Tourism Grants Form revised for consistency – Motion by Sandeen to approve revisions calling for consistency with “fourth Friday” meeting dates and final reports due within three months of events. Seconded by Ranft. Approved unanimously. -Billboard at Broadway and Minnesota Avenue – Report by Chamber director that contract can be signed right away to control the billboard, at a cost, with design, of up to \$10,000 for all of 2024. Motion by Smithers, seconded by Sandeen, to provide up to \$10,000 to the Chamber, with receipts required, to sign contract with billboard company to control the billboard through 2024. Approved unanimously. -Next Meeting: 8 a.m. Friday, December 1, 2023 -Adjourn at 9:03 a.m. -Respectfully submitted by director Ed Lee October 27, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, September 22, 2023 At Saint Peter Chamber and Tourism Office Attendance: Ben Ranft, Teresa Saum, Erin Schwab, Ken Rossow, Bob Sandeen, Shanon Nowell, Jon Smithers and director Ed Lee Call to Order: Called to order at 8:01 a.m. Minutes for August 25, 2023: Motion by Smithers and seconded by Schwab to approve minutes of August 25, 2023 meeting. Approved unanimously. Lodging Tax Comparison – Discussion that lodging tax dollars in 2023 are exceeding those in 2022. Thoughts by hospitality representative expressed regarding construction, weddings and youth tournaments. Motion by Ranft and seconded by Nowell to approve lodging tax comparison. Approved unanimously. Grant Spreadsheet Review – Board members encouraged the reaching out to grant recipients in 2023 who have not turned in their Final Report paperwork. It’s good to have many turned in for consideration at the last meeting of the year. Motion by Schwab and seconded by Smithers to approve lodging tax comparison. Approved unanimously. Account balance – Consensus that account balance is healthy. Motion by Nowell and seconded by Smithers to approve the account balance report. Approved unanimously. Report – Director prepared and presented report for grants distributed in 2023, as a discussion continuer as the Board looks at grant guidelines, and potential tweaks, for

2024. High visibility attendance events were looked upon favorably for higher-dollar-amount grants. No decisions made at this time. Grant Application Form Updating – A half dozen or so inconsistencies found their way into revisions of the Grant Application Form over the past several years. Board member Rossow marked them, the Board discussed them and assigned the director to make corrections to be considered at the October meeting. No action taken. Grant Final Report – Good Neighbor Diversity Council – Festival of Nations on May 6. Overwhelming consensus that the event was very worthwhile, well attended and wonderful for Saint Peter. Motion by Smithers, seconded by Sandeen, to approve the Festival of Nations grant Final Report for \$100, as the amount requested from the organizer was \$1,000. Approved unanimously. Grant Request – Experience Saint Peter/MarketFest requesting \$3,000 each for Elfcapade, Plaid Friday and Candlelight Shopping. Board approved \$3,000 total for the three events, pending Final Reports for Experience Saint Peter’s Get the Green in March and July 4 giveaways around the Fourth of July. Grant Application Form states Final Reports must be submitted within 90 days of an event. These events are planned in the fall season for downtown Saint Peter. Motion by Nowell to approve \$1,000 grant to Experience Saint Peter for Elfcapade and seconded by Ranft, pending, approved unanimously. Motion by Ranft to approve \$1,000 grant to Experience Saint Peter for Plaid Friday and seconded by Sandeen, pending, approved unanimously. Motion by Ranft to approve \$1,000 grant to Experience Saint Peter for Candlelight Shopping and seconded by Smithers, pending, approved unanimously. Grant Request – Art Stroll Director Bryan Holland - 2023 Art Stroll on November 11 and 12 in various areas in and around Saint Peter. Requesting \$3,000, as this is the second year for the event. Board members said this event was popular and achieved the grant intentions in 2022. Motion by Rossow to approve \$1,000 grant for 2023 Art Stroll and seconded by Nowell. Approved unanimously. Smithers, an exhibitor, abstained. Other Business – No other business at this time. Next Meeting: 8 a.m. Friday, October 27, 2023 Adjourn at 9:04 a.m. Respectfully submitted by director Ed Lee September 22, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, August 25, 2023 At Saint Peter Chamber and Tourism Office Attendance: Ben Ranft, Teresa Saum, Ken Rossow, Bob Sandeen, Shanon Nowell, Jon Smithers, Sandi Miller and director Ed Lee Inductions: At 8 a.m. the group welcomed Ken Rossow as its newest appointed member, and there was a go around the table for everyone to introduce themselves. Call to Order: Called to order at 8:10 a.m. by the Chairperson Saum. Swearing in of new member Ken Rossow performed by the director, with photo by Ms. Nowell. Minutes for July 21, 2023: Motion by Smithers and seconded by Miller to approve minutes of July 21, 2023 meeting. Approved unanimously. Lodging Tax Comparison – Attention that the bottom column in grants for 2023 was off by a few dollars. A new document was printed, and after a short discussion that lodging taxes are coming in nicely, the numbers were accepted. Motion by Nowell and seconded by Smithers to approve lodging tax comparison. Approved unanimously. Grant Spreadsheet Review – Group members decided that with no contact from Day of Hope before its event grant approval would not be given. Mention that Good Neighbor Diversity Council’s final report for Festival of Nations was submitted on August 22. There was a suggestion to table it to give enough time to digest all the information. Motion by Nowell to table and seconded by Sandeen to approve the spreadsheet, with the tabling of the Festival of Nations report. Approved unanimously. There was discussion, while looking at grant dollars that have been approved and denied in 2023, there should be acknowledgement of an event’s attendance (and anticipated attendance) when considering grant requests. Board members said this discussion, and possibly action, would

continue and take place at the September regular meeting. Account balance – Agreement that the lodging tax account balance still is healthy. Motion by Nowell and seconded by Smithers to approve the account balance report. Approved unanimously. Grant Request – Stones Throw Gallery for Big Blue House. There was consensus that this event, in its third year, can enhance the Saturday at this point on the annual calendar that features MakerFair but adds festivity with Big Blue House and its artist vendors. Motion by Miller, seconded by Ranft, to approve the Big Blue House Grant for \$1,000, as the amount requested from the organizer was \$1,004. Approved unanimously. Grant Request – Saint Peter Ambassadors for Oktoberfest 2023. Agreement that Ambassadors do much for the community with their projects, including Oktoberfest. Discussion that perhaps more could be given to the signature events to assist with their advertising. Agreement that more thought will be put into this and that fairness, as it always has been, is very important. Motion by Nowell to approve \$3,000 grant for Oktoberfest 2023 and seconded by Sandeen. Approved unanimously. Other Business – No other business at this time. Next Meeting: 8 a.m. Friday, September 22, 2023 Adjourn at 9:06 a.m. Respectfully submitted by director Ed Lee August 25, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, July 21, 2023 At Saint Peter Chamber and Tourism Office Attendance: Bob Sandeen, Jon Smithers, Shanon Nowell, Ben Ranft, Sandi Miller and director Ed Lee Call to Order: Called to order at 8:00 a.m. by the Board's Bob Sandeen, as Chairperson Teresa Saum and Vice Chairperson Erin Schwab could not make it. Minutes for June 23, 2023: Motion by Nowell and seconded by Miller to approve minutes of June 23, 2023 meeting. Approved unanimously. Lodging Tax Comparison – Discussion that it dipped in April by just a few dollars, but all other months have been ahead dollar-wise of 2022. Motion by Smithers and seconded by Miller to approve lodging tax comparison. Approved unanimously. Grant Spreadsheet Review – Just a question on the numbers and columns adding up with the 90 percent and 10 percent figures. Decision to table the spreadsheet approval until that can go over with a fine-tooth comb and be given a report next meeting. Motion by Nowell to table and seconded by Miller to table the spreadsheet. Approved unanimously. Account balance – Comments that the balance is hovering at \$51,000 with several of the events for 2023 already addressed. The account balance is on track to increase in the final months of 2023. Motion by Miller and seconded by Nowell to approve the account balance. Approved unanimously. MakerFest Minnesota – Group agrees this is a good event with quality vendors and great drawing power. Motion by Smithers, seconded by Nowell to approve the MakerFest Minnesota grant for \$3,000. Mayor Nowell assigned the director to send a thank-you note to Scott and Karen Dirx for the awesome organization, going above and beyond, in addressing community concerns. Rock Bend Folk Festival – Board members raised a question about a piece of the promotion. They asked that organizers place in the final report how the promotion dollars were used. Board members spoke very complimentary about Rock Bend Folk Festival. Director was assigned to communicate with Rock Bend the Tourism Board's appreciation for this 30-plus-year event. Motion by Smithers for \$3,000 and seconded by Miller to approve the Rock Bend request for a \$3,000 grant. Unanimous. Halloween Fun Run – Group members said the event could benefit from adding promotion, so not just the requested \$1,000 but considering \$2,000. Motion by Nowell to provide \$2,000 to the Halloween Fun Run, up from the \$1,000 request by the Chamber, which organizes the annual event. Smithers seconded the motion. Approved unanimously. Final Report Chamber of Commerce for Old-Fashioned Fourth of July – Board members said it seemed like there were more people this year. Motion by Nowell to accept the final report by the Chamber and grant the remaining 10 percent amounting to \$300.

Smithers seconded the motion. Approved unanimously. Other Business -- Day of Hope – Conversation that it could be approved for up to \$1,000, contingent upon seeing the application, as the event is August 19. The director reported on the good amount of verbal information he received from the organizers. Motion to approve up to \$1,000 to help with promotion of the Day of Hope, assigning the director to work very closely with the organizers. Second by Smithers. Approved unanimously. Next Meeting: 8 a.m. Friday, August 25, 2023 Adjourn at 9:06 a.m. Respectfully submitted by director Ed Lee July 21, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, June 23, 2023 At Saint Peter Chamber and Tourism Office Attendance: Teresa Saum, Bob Sandeen, Jon Smithers, Shanon Nowell, Erin Schwab, and director Ed Lee Call to Order: at 8:00 a.m. by Teresa Saum, 2023 Board chairperson. The group expressed thanks to Ms. Saum for calling for a moment to recognize the passing of Keith Keogh, who served honorably on the Tourism Board. Ms. Saum read the poem “Beannacht/Blessing by John O’Donohue. The poem reflected Mr. Keogh’s Irish heritage and solace. Minutes for May 26, 2023: Motion by Sandeen and second by Schwab to approve minutes of May 26, 2023 meeting. Approved unanimously. Nicollet County Fair – Nicollet County Fair 2023 – Discussion centered on the Nicollet County Fair’s investing thousands of dollars into traditional, and some social, media. The amount of invested promotion dollars definitely meets the threshold of allowable, eligible expenses. This has been an annual, five-day event for far more than 100 years in Saint Peter. Motion by Smithers, seconded by Nowell, to approve the request for \$3,000 by Nicollet County Fair for the 2023 Nicollet County Fair. Approved unanimously. Grant Request: Saint Peter Chamber – 2023 Girls Night Out – The director assured the group that all grant dollars would flow to promotions with traditional and social media. The request last year was approved for \$2,000, but the director assured the dollars are being used for eligible expenses within the 2023 guidelines. Motion by Smithers, seconded by Schwab, to approve \$1,000 grant to Saint Peter Chamber for the 2023 Girls Night Out event. Approved unanimously. Other Business: Motion by Nowell, seconded by Smithers, to approve \$250 for TDS Media Direct screen advertising at AmericInn on an annual basis contract. TDS gives full screen for half-screen price. On the screen ads cycle through encouraging visitors, who are here for say business or a wedding, to return for Blues Fest or Rock Bend Folk Festival. Board members also spoke favorably of the 2022-23 billboard project, which is about an \$11,000 initiative, and pushed momentum for doing it again for 2023-24. One of the research items pieces is a digital opportunity that might exist. Next Meeting: 8 a.m. Friday, June 23, 2023 Adjourn at 8:51 a.m. Respectfully submitted by director Ed Lee May 26, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, May 26, 2023 At Saint Peter Chamber and Tourism Office Attendance: Teresa Saum, Bob Sandeen, Jon Smithers, Shanon Nowell, Erin Schwab, Keith Keogh and director Ed Lee Call to Order: at 8:01 a.m. Minutes for April 28, 2023: Motion by Nowell and second by Schwab to approve minutes of April 28, 2023 meeting. Approved unanimously. Lodging Tax Comparison – Report by the hospitality representative that stronger numbers have been seen in the springtimes of years, but there is optimism for the coming months as things tend to pick up. Motion by Smithers, second by Sandeen to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Board members said they were comfortable with the ways grant recipients are being paid, and that the grants are looking to be on track. Motion by Nowell, second by Smithers to accept the Grant Spreadsheet. Approved

unanimously. Account Balance Review – Board members discussed that the account balance remains very strong. Motion by Schwab, seconded by Smithers to approve the Account Balance Report. Approved unanimously. Experience Saint Peter/MarketFest Saint Peter – Fourth of July Packages – Discussion that receiving information from event organizer regarding measures verifying an event's level of success warrants the receiving of a specified level of lodging tax dollars would be good. This project is designed to utilize the Old-Fashioned Fourth of July's big crowd, well in advance, by providing presumed attendees with red, white and blue items to wear and wave at the parade, in the park and at fireworks. It also puts a spotlight on downtown and other segments of the retail scene. Board members agreed they would be willing to support a request like this one this time. Motion by Nowell, seconded by Smithers, to approve the request for \$1,000 by Experience Saint Peter/MarketFest Saint Peter for Fourth of July Packages project. Approved unanimously. Grant Request: Relay for Life Nicollet County – 2023 Relay for Life – Requesting \$750. Board members agreed the event attracts visitors and dollars are anticipated to be used in accordance with eligibility. Motion by Nowell, seconded by Schwab, to approve \$750 grant to Relay for Life for Relay for Life 2023 event. Approved unanimously. Grant Final Report – Saint Peter Recreation – 2023 Senior Expo. A few of the Board members (and director) were able to attend the Expo and spoke highly of its drawing power. Several out-of-towners, along with in-towners, attended. Dollars were documented appropriately and used, appropriately, as indicated in the grant request. Motion by Smithers, seconded by Sandeen, to approve the final \$300 of the grant for 2023 Senior Expo. Approved unanimously. Other Business: No other official business was brought to the group. Next Meeting: 8 a.m. Friday, June 23, 2023 Adjourn at 8:51 a.m. Respectfully submitted by director Ed Lee May 26, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, April 28, 2023 At Saint Peter Chamber and Tourism Office Attendance: Sandi Miller, Shanon Nowell, Bob Sandeen, Jon Smithers, Keith Keogh and director Ed Lee Call to Order: at 8 a.m. Minutes for March 24, 2023: Correction on second reference in Saint Peter Retail Association grant approval. Change to the retail association and delete Juneteenth. Motion by Nowell and second by Miller to approve minutes of March 24, 2023 meeting. Approved unanimously. Proposal for diversity initiatives – This measure enables organizers of initiatives specific to diversity awareness and celebration to apply for an additional \$1,000. Document is included in meeting materials and available upon request. Motion by Smithers, seconded by Miller, to approve the diversity initiatives document. Approved unanimously. Grant Request: Saint Peter Ambassadors – 2023 Blues Fest – Requesting \$3,000. Short discussion that the event is very attracting to visitors and meets eligible expenses guidelines. Motion by Nowell, seconded by Smithers, to approve \$3,000 grant to Ambassadors for Blues Fest 2023. Approved unanimously. Grant Request Continued – Arts Center of Saint Peter – 2023 Tell Me a Story, a series of storytelling events that runs through November 16, 2023 – \$720 of requested \$3,000 approved at March 24 meeting; additional \$920 of video marketing considered. Director reported that Arts Center director Ann Rosenquist Fee and Tell Me a Story Coordinator Lindsay Prunty did indeed say the videos of the storytelling at the event are disseminated and promote upcoming public, and very inviting, storytelling events. Board members had assigned the director to ask Fee and Prunty about that. Board members asked for assurances that the videos are actually disseminated and not just filed somewhere. Director said he received those assurances. Motion by Nowell, seconded by Sandeen, to approve the additional \$920 to Arts Center for Tell Me a Story. Approved unanimously. Grant Request: River's Edge Hospital – 2023 Bike Rodeo – Requesting

\$1,000. Board members agreed with one another that the event is inviting and attractive to the region, and organizers appropriately presented eligible expenses. Motion by Sandeen, seconded by Smithers, to approve a \$1,000 grant for bike rodeo. Approved unanimously. Additional \$1,000 in grant dollars for Festival of Nations: Proposal for additional \$1,000 to Festival of Nations based on the new diversity initiatives measure being approved. Motion by Nowell, seconded by Smithers, to approve additional \$1,000 in grant dollars to 2023 Festival of Nations. Approved unanimously. Grant Request: Greater Minnesota Trauma Center – 2023 Light Up the Darkness Suicide Prevention Awareness Walk – Requesting \$1,000, as this is a new event. Eligible expenses of promotion costs estimated between \$500 and \$1,000 not specific enough, Board members agreed with one another. Motion by Nowell, seconded by Keogh, to approve \$500 in grant dollars, with the invitation to ask for additional once receipts with traditional media, social media, or other eligible-expenses promotion come in. Approved unanimously. Grant Request: Saint Peter Farmers Market – 2023 Farmers Market -- Requesting \$3,000. Board members determined there are \$1,300 in eligible expenses in this grant request. Motion by Keogh, seconded by Smithers, to approve \$1,300 in grant dollars for 2023 Saint Peter Farmers Market. There is encouragement with communicating to Farmers Market organizers other potential eligible expenses in the future. Approved unanimously. Grant Final Request – Saint Peter Ambassadors – 2023 Saint Peter Saint Patrick’s festivities and final \$265 of \$2,650. Board members agreed this was a good event that meets the goals of Tourism. Motion by Keogh, seconded by Sandeen to approve the final \$265 in grant dollars to the Ambassadors for Saint Pat’s. Unanimous. Lodging Tax Comparison – Motion by Smithers, second by Miller to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Motion by Nowell, second by Sandeen to accept the Grant Spreadsheet. Approved unanimously. Account Balance Review – Motion by Sandeen, seconded by Miller to approve the Account Balance Report. Approved unanimously. Other Business: No other business reported or brought. Next Meeting: 8 a.m. Friday, May 26, 2023 Adjourn at 8:46 a.m. Respectfully submitted by director Ed Lee April 28, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, March 24, 2023 At Saint Peter Chamber and Tourism Office Attendance: Ben Ranft, Sandi Miller, Teresa Saum, Bob Sandeen, Shanon Nowell, Jon Smithers, Erin Schwab and director Ed Lee Call to Order: at 8:01 a.m. Chairperson Saum Minutes for February 24, 2023: Motion by Nowell and second by Schwab to approve minutes of February 24, 2023 meeting. Approved unanimously. Lodging Tax Comparison – Board members asked for a report from the hospitality representative, Ms. Schwab, who said there has been a lull in full bookings since winter sports ended, but they are expecting things to pick up as the annual Pioneer Power event approaches. Motion by Smithers, second by Miller to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Board members agreed the grant spreadsheet looks to be on track as grants for 2023 are listed. Motion by Sandeen, second by Miller to accept the Grant Spreadsheet. Approved unanimously. Account Balance Review – There was agreement that the fund balance of \$57,767 is strong and stable, as it has been for many recent months. Motion by Miller, seconded by Ranft to approve the Account Balance Report. Approved unanimously. Grant Final Report: Saint Peter Farmers Market – 2022 Farmers Market – Requesting \$600. Board members were of consensus that the level of detail the farmers market coordinator gives in writing is very helpful with answering any questions. Motion by Nowell, seconded by Schwab, to approve \$600 final payment of 2022 Farmers Market grant. Approved unanimously. Grant Request: Saint Peter Good Neighbor Diversity Council – 2023 Festival of Nations – Requesting \$1,000. Board members heard a verbal report from the organizers to support

the written report. Board members said the event checks all the boxes with eligible expenses and as a fit for tourism events. Motion by Nowell, seconded by Sandeen, to approve \$1,000 grant for first-time event 2023 Festival of Nations. Approved unanimously. Grant Request: Arts Center of Saint Peter – 2023 Tell Me a Story – Requesting \$3,000. The matter of eligible expenses was discussed, and the calculation was \$720. Board members assigned the director to communicate with the Arts Center to come back in April with the request of categorizing \$920 of video recording, which serves as a commercial promoting the event, as content marketing, therefore making it an eligible expense. Motion by Nowell, seconded by Smithers, to approve a \$720 grant reflecting eligible expenses for Arts Center of Saint Peter Tell Me a Story. Approved unanimously. Grant Request: Juneteenth – 2023 Juneteenth – Requesting \$3,000. Board members pledged immediate support. Motion by Smithers, seconded by Miller, to approve \$3,000 grant for returning event 2023 Juneteenth. Approved unanimously. Grant Request: Saint Peter Retail Association – 2023 Spring to Saint Peter – Requesting \$1,000. The director explained the newly formed retail association and its goals of hosting visitors to not only the business scene, but all of Saint Peter. Motion by Nowell, seconded by Smithers, to approve \$3,000 grant for returning event 2023 Saint Peter Retail Association. Approved unanimously. Grant Request: Saint Peter MarketFest LLC – 2023 MarketFest -- Requesting \$3,000. Discussion that concerns have been raised about this project in past years and months. The director conveyed what he has heard from organizers aimed at addressing all the concerns. Board members said they will support it this year while keeping an eye on it watching for added activity, as they said it has appeared last year not to generate a great deal of activity. Motion by Smithers, seconded by Nowell, to approve \$3,000 grant for returning event 2023 Saint Peter MarketFest. Approved unanimously. Other Business: Motion by Nowell, seconded by Sandeen, to dedicate up to \$600 for printing the updated Shopping and Dining brochure listing the businesses. This has been a project of Tourism dating back at least 10 years with at least three updated printings. The director reported on BBQ contest at fairgrounds May 12-13. Next Meeting: 8 a.m. Friday, April 28, 2023 Adjourn at 9:04 a.m. Respectfully submitted by director Ed Lee March 24, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, February 24, 2023 At Saint Peter Chamber and Tourism Office Attendance: Keith Keogh, Bob Sandeen, Jon Smithers, Shanon Nowell, Teresa Saum and director Ed Lee Call to Order: at 8:01 a.m. Chairperson Saum Minutes for January 27, 2022: Motion by Nowell and second by Smithers to approve minutes of January 27, 2023 meeting. Approved unanimously. Lodging Tax Comparison – The director pointed out that just over \$83,000 in lodging taxes was collected in 2022 by the community's overnight hospitality establishments. Short discussion on post-Covid factors. Motion by Nowell, second by Sandeen to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Members discussed the fact that two Ambassadors grants final reports were on the agenda to be considered in this meeting. Everything appears to be on track, they agreed. Motion by Smithers, second by Sandeen to accept the Grant Spreadsheet. Approved unanimously. Account Balance Review – With several outstanding checks written after approvals of grant requests at the January meeting, calculations show the estimated bank balance at \$54,332, which is stable and affording of opportunities, members agreed. The longest-serving members present said the balance was historically high. Motion by Nowell, seconded by Sandeen to approve the Account Balance Report. Approved unanimously. Grant Final Report: Saint Peter Ambassadors – 2022 Saint Patrick's Festivities – Requesting \$400. Board members said the Ambassadors' papers were in

order and acceptable not only for 2022 Saint Patrick's Festivities Final Report, but also for Ambassadors Octoberfest 2022 Final Report. So, the Board discussed approving the two Final Reports together, with the Octoberfest request at \$600. The Board in January approved an Ambassadors 2023 Saint Patrick's festivities grant amounting to \$2,650, contingent upon receiving final reports for 2022 Saint Patrick's Festivities and Oktoberfest at the February Tourism Board meeting Motion by Smithers, second by Sandeen, to approve Ambassadors final reports for 2022 Saint Patrick's Festivities at \$400 and Oktoberfest at \$600. Approved unanimously. Other Business – 1. As the Board at its January regular meeting tabled a request for \$2,000 for American Legion Post 37 2023 newsletter project until more information could be gathered, Mr. Keogh representing the Legion offered to answer questions. The Board discussed modifying the "eligible expenses" portion of the Tourism Grant Application to allow postage when used for marketing purposes. Motion by Smithers, second by Sandeen to modify Tourism Grant Application to allow postage when used for marketing purposes. Approved unanimously. 2. Board members revisiting the tabled grant application from the Legion for its newsletter project, agreed postage is an "eligible expense". Motion by Nowell, second by Sandeen, to approve Legion 2023 newsletter project grant for \$2,000. Approved with yes votes from Nowell, Sandeen and Saum. Keogh and Smithers, both of whom have ties to the Legion, abstained. 3. Request by director to move July regular meeting from July 28 to July 21. Approved without a vote. 4. Presentation of, but not asking for action on, March grant requests from Saint Peter Diversity Council for 2023 Festival of Nations on May 6 and Arts Center of Saint Peter Tell Me a Story series through November 2023. Both grant requests were submitted after the February meeting materials packet was distributed to Board members on a timeline to meeting open meeting law requirements. Next meeting: 8 a.m. Friday, March 24, 2023, 101 S. Front St. Adjourn at 8:59 a.m. Respectfully submitted by director Ed Lee February 24, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, January 27, 2023 At Saint Peter Chamber and Tourism Office Attendance: Ben Ranft, Shanon Nowell, Erin Schwab, Teresa Saum, Sandi Miller, Bob Sandeen, Jon Smithers and director Ed Lee Call for swearing in of new members: at 8:02 a.m. Director swears in Ranft and Sandeen. Election of new officers: Motion by Smithers, second by Miller to elect Saum as chairperson. Approved unanimous. Motion by Smithers, second by Miller to re-elect Schwab as vice chairperson. Approved unanimously. Minutes for December 2, 2022: Motion by Smithers and second by Sandeen to approve minutes of December 2, 2022 meeting. Approved unanimously. Lodging Tax Comparison – Motel general manager Schwab offered short report of winter occupancies, as a gauge of the hospitality scene at this point in time. Motion by Nowell, second by Smithers to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Most 2022 grant final reports have been approved, while there are a few on today's agenda, the director reported. Motion by Nowell, second by Smithers to accept the Spreadsheet. Approved unanimously. Account Balance Review – With the account balance at an agreed-upon very stable \$54,861, with a few outstanding payments in the processing phase, Board members said they felt comfortable with the balance. Motion by Schwab, seconded by Ranft to approve the Account Balance Review. Approved unanimously. Grant Request: Saint Peter Recreation and Leisure Services – 2023 Senior Expo – Requesting \$3,000. Board members agreed budgeted spending fits within eligible expenses guidelines. Motion by Smithers, second by Miller, to approve \$3,000 grant for 2023 Senior Expo. Approved unanimously. Grant Request: Saint Peter Ambassadors – 2023 Saint Patrick's Festivities – Requesting \$3,000. Board members agreed all budgeted spending, with the exception of Queen's Luncheon, fits within

eligible expenses guidelines. Motion by Nowell, second by Smithers, to approve \$2,650 grant for 2023 Saint Patrick's Festivities, contingent upon receiving final reports for 2022 Saint Patrick's Festivities grant and 2022 Oktoberfest. Approved unanimously. Grant Request: Experience Saint Peter – 2023 Saint Patrick's "Get the Green Parade Prep With Lucky" – Requesting \$1,000. Board members agreed all budgeted spending fits within eligible expenses guidelines. Motion by Sandeen, second by Schwab, to approve \$1,000 grant for 2023 Saint Patrick's "Get the Green Parade Prep With Lucky". Approved unanimously. Grant Request: Minnesota Original Music Festival – 2023 Minnesota Original Music Festival – Requesting \$3,000. Board members agreed all budgeted spending, with the exception of public relations, fit within eligible expenses guidelines. Motion by Nowell, second by Smithers, to approve \$2,239 grant for 2023 Minnesota Original Music Festival. Approved unanimously. Grant Request: American Legion Post 37 – 2023 Newsletter distribution – Requesting \$2,000. Board members expressed interest in distribution list (mailing list) for newsletter. Motion by Nowell, second by Ranft, to table \$2,000 grant request for 2023 American Legion Post 37 Newsletter distribution. Board assigned director to obtain information about distribution from those involved with the project at the Legion. Tabled unanimously. Grant Request: Saint Peter Chamber – 2023 Old-Fashioned Fourth of July Parade and Picnic in the Park – Requesting \$3,000. Board members agreed all budgeted spending fits within eligible expenses guidelines. Motion by Nowell, second by Sandeen, to approve \$3,000 grant for 2023 Old-Fashioned Fourth of July Parade and Picnic in the Park. Approved unanimously. Grant Request: Saint Peter Chamber – 2023 Old-Fashioned Fourth of July Fireworks – Requesting \$3,000. Board members agreed budgeted spending does not fit within eligible expenses guidelines. Motion by Sandeen, second by Miller, to deny \$3,000 grant for 2023 Old-Fashioned Fourth of July Fireworks. Denied unanimously. Grant Final Report – 2022 Rock Bend Folk Festival – Requesting final payment (20 percent, \$600) on \$3,000 grant for 2022 Rock Bend Folk Festival event. Board members agreed spending fit within eligible expenses guidelines. Motion by Sandeen, second by Miller, to approve final report for \$600 payment for 2022 Rock Bend Folk Festival. Approved unanimously. Grant Final Report – 2022 Maker Fair – Requesting final payment (20 percent, \$400) on \$2,000 grant for 2022 Maker Fair event. Board members agreed spending fit within eligible expenses guidelines. Motion by Sandeen, second by Miller, to approve final report for \$400 payment for 2022 Maker Fair event. Approved unanimously. Grant Final Report – River's Edge Hospital -- 2022 Bicycle Rodeo – Requesting final payment (20 percent, \$200) on \$1,000 grant for 2022 Bicycle Rodeo event. Board members agreed spending fit within eligible expenses guidelines. Motion by Ranft, second by Schwab, to approve final report for \$200 payment for 2022 Bicycle Rodeo. Approved unanimously. Other Business – Consider annual Visitor's Guide ad with APG Media for \$963. Motion to approve by Sandeen and seconded by Schwab. Approved unanimously. Next meeting: 8 a.m. Friday, February 24, 2023, 101 S. Front St. Adjourn at 9:17 a.m. Respectfully submitted by director Ed Lee January 27, 2023.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, December 2, 2022
At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Teresa Saum, Sandi Miller, Jon Smithers, Keri Johnson, Dana Melius, Erin Schwab, Shanon Nowell, and director Ed Lee
Call to Order at 8:09 a.m. by Chairperson Jerry Harty
Minutes for October 28 meeting: Motion by Smithers and second by Miller to approve minutes of October 28 meeting. Approved unanimously.
Lodging Tax Comparison – The Board heard an informal report from the motel general manager, who said occupancy even into the fall months, which have traditionally been slower, has been very good.

Motion by Smithers, second by Nowell to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – The director said today’s agenda has several items due to followups for final reports. The spreadsheet is up to date. No concerns or questions were raised. Motion by Smithers, second by Nowell to accept the Spreadsheet. Approved unanimously. Account Balance Review – Board members considered the \$60,794 account balance, with the anticipated upcoming expenses of approximately \$10,000 for billboard, \$5,000 for videos, grant requests and final reports on the October 28 agenda. Motion by Johnson, seconded by Smithers to approve the Account Balance Review. Approved unanimously. Grant Request: Nicollet County Historical Society – Christmas in the Cox House – Board members discussed the request for \$876 for promoting Christmas in the Cox House and offered comments about it attracting visitors. Motion by Johnson, second by Miller, to approve \$876 grant for Christmas in the Cox House. Approved unanimously. Final Report: Arts Center of Saint Peter – Summer Entertainment 2022 at the Pavilion. Board members commented that the events under this umbrella served their mission of drawing people. Motion by Melius, second by Saum to approve the final report of \$200 for Summer Entertainment 2022 at the Pavilion. Approved unanimously. Final Report: Saint Peter Art Stroll – All comments from Board members, many of whom attended, were positive regarding the Art Stroll of Saint Peter. Motion by Nowell, second by Saum, to approve final payment of \$400 on grant for Saint Peter Art Stroll. Approved unanimously. Grant Request – Minnesota Original Music Festival – Board members agreed they were not comfortable approving a 2023 grant in 2022 because new Tourism Board stipulations are expected to be in place in 2023. Motion by Melius, second by Nowell to table request for \$3,000 grant for Minnesota Original Music Festival. Approved unanimously. Final Report: Saint Peter Chamber – Halloween Fun Run – Report by director that 199 participated in the 5K and 39 participated in the Lil Monster Dash. There were participants from 26 communities. Motion by Johnson, second by Saum, to approve final payment of \$120 on grant for Halloween Fun Run. Approved unanimously. Final Report: Saint Peter Chamber – Spend \$50 Receive \$20 Program – Report by director 90 participated in the Spend \$50 Receive \$20 Program, with participants from 28 communities. Motion by Johnson, second by Smithers, to approve final payment of \$400 on grant for Halloween Fun Run. Approved unanimously. Grant Request: Nicollet County Fair – 2022 Nicollet County Fair – This request came to the Board several months after the event due to circumstances with turnover. Board members agreed they were not comfortable with favoring it, because it would set a negative precedent of approving a dollars request after an event. Motion by Melius, second by Johnson, to deny request for \$3,000. Vote for denial unanimous. Tourism Board Revision of Tourism Grant Application Form – Documents presented by Nowell and Johnson, with director involved in discussions, to revise existing grant application form to include eligible and non-eligible expenses for grant dollars, which are derived from lodging taxes. All Board members agreed a great deal of thought and research were invested into these documents, and that the revisions will be helpful in giving the Tourism Board a more structured and valuable framework when considering requests for grant dollars. Motion by Melius, second by Miller, to change the initial grant approval payment to 90 percent and final approval payment to 10 percent (changing from 80 percent and 20 percent, respectively). Approved unanimously. Motion by Smithers, second by Saum, to accept revisions of the Tourism Grant Application Form, along with accepting the rubric document form that assesses an event or program’s anticipated effectiveness. Approved unanimously. Other Business: No other business Next meeting: 8 a.m. Friday, January 27, 2023, 101 S. Front St. (no meeting on the fourth

Friday of December due to holidays) Adjourn at 9:11 a.m. Respectfully submitted by director Ed Lee
December 2, 2022.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, October 28, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Teresa Saum, Sandi Miller, Jon Smithers, Keri Johnson, Dana Melius, Shanon Nowell, Keith Keogh and director Ed Lee Call to Order at 8:01 a.m. by Chairperson Jerry Harty Minutes for September 23 meeting: Motion by Nowell and second by Smithers to approve minutes of August 26 meeting. Approved unanimously. Lodging Tax Comparison – Discussion that, according to hospitality representative, lodging tax dollars are still flowing nicely at local motels due to sports tournaments, weddings and construction projects. They are anticipated to slow in winter months. Motion by Smithers, second by Miller to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Board members agreed the document is on track and assigned director to reach out to event/program organizers who have not yet submitted final reports, as the end of the year is fast approaching. Motion by Johnson, second by Saum to accept the Spreadsheet. Approved unanimously. Account Balance Review – Board members spotlighted the balance of \$55,667 and discussed the upcoming expenses of approximately \$10,000 for billboard, \$5,000 for videos, grant requests on the October 28 agenda, and final reports that are likely coming before the end of 2022. Motion by Keogh, seconded by Smithers to approve the Account Balance Review. Approved unanimously. Final Report: Day of Hope – Discussion that promotion costs were relatively high and attendance relatively low, partially due to rain. Motion by Melius, second by Smithers to approve the final report of \$200 for Day of Hope. Approved unanimously. Grant Request: Saint Peter Art Stroll – Discussion that request by Stroll organizers is \$2,000, but as a first-time event, eligibility would suggest \$1,000 as an appropriate amount. Further discussion suggesting Stroll promotion has been expensive and strong, anticipated attendance will be strong, and there's a precedent with first-time Saint Peter venue Juneteenth above-\$1,000 grant approval. Motion by Saum, second by Miller, to approve \$2,000 grant for Saint Peter Art Stroll. Approved on 7-1 vote. Johnson dissenting, citing language of eligibility in grant application. Final Report: City of Saint Peter Recreation and Leisure Services – Active Aging Week. Board members agreed the grant writer was thorough in reporting promotion financials and events during Active Aging Week. Motion by Nowell, second by Smithers, to approve final payment of \$200 on grant for Active Aging Week. Approved unanimously. Final Report – Saint Peter Chamber – Girls Day Out. Short discussion on the event evolving from Girls Night Out to Girls Day Out, increasing participating businesses from 30 to 40, and elevating ladies shopping from 466 to 538 (actual registrations). Motion by Smithers, second by Saum to approve final report of \$400 for Girls Day Out. Other Business: Board assigned director to gauge preference of Chamber members for billboard concept 1 with icons or concept 2 with pictures on \$10,000 one-year project. Costs of up to \$5,000 approved for videos created by KEYC and Jon Smithers (Nowell motion, Melius second, unanimous). Approved \$1,000 for 2023 medallion prize (Nowell motions, Smithers second, unanimous). Approved \$1,000 stipend for holiday lights to City of Saint Peter (Keogh motion, Miller second, unanimous). Next meeting December 2 (no meeting on the fourth Friday of December due to holidays) Adjourn at 9:12 a.m. Respectfully submitted by director Ed Lee
October 28, 2022.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, September 23, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Erin Schwab, Teresa Saum, Jon

Smithers, Keri Johnson, Dana Melius, Shanon Nowell, and director Ed Lee Call to Order at 8:02 a.m. by Chairperson Jerry Harty Minutes for August 26 meeting: Motion by Nowell and second by Saum to approve minutes of August 26 meeting. Approved unanimously. Lodging Tax Comparison – Hospitality representative commented only day motels aren't full on Sundays at this point. So, lodging tax dollars are flowing robustly. Visitors are from construction crews, sports teams, and traditional sources. Motion by Nowell, second by Smithers to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Short discussion that the document is up to date. Motion by Johnson, second by Saum to accept the Spreadsheet. Approved unanimously. Account Balance Review – Discussion centered on the fact that the balance has hovered around \$48,000 for several months as lodging tax dollars come in and grants for events and other tourism-attractive initiatives go out. The financial situation is stable, members agreed. Motion by Melius, seconded by Smithers to approve the Account Balance Review. Approved unanimously. Final Report: Saint Peter Ambassadors Blues Fest – Agreement among members that Blues Fest had perhaps its strongest draw of attendees this year. Comments that paperwork could have been more comprehensive. Motion by Smithers, second by Schwab to approve the final report of \$600 for Blues Fest 2022 to the Saint Peter Ambassadors. Approved unanimously. Grant Request: Saint Peter Oktoberfest 2022 by the Ambassadors – Board members discussed Oktoberfest's moving from downtown to the fairgrounds because new apartments and business suites were built in the former downtown location. The move has added expenses with costs like a larger stage rental and paying the fairgrounds. Comments that opportunities exist to itemize anticipated promotional expenses. Motion by Melius, second by Smithers, to approve \$3,000 grant for Oktoberfest 2022 by the Ambassadors. Approved unanimously. Grant Request: 2022 Saint Peter Halloween Fun Run by the Saint Peter Chamber – Director reported about the event scheduled for October 29 at the high school, and said while the original grant request is for \$1,000, the anticipated promotional costs are at \$600 and therefore asked for a downward revision to \$600. Motion by Nowell, second by Smithers, to approve \$600 grant for 2022 Saint Peter Halloween Fun Run by the Saint Peter Chamber. Approved unanimously. For Consideration: Billboard Promoting Saint Peter and Specifically Holiday Shopping – Board members said they would prefer a billboard campaign taking into consideration message, placement, and duration. Director was assigned to collect thoughts from Chamber Board members and the billboard company representative. Other Business: Art Crawl Grant Request by private group organizers. Request coming at October meeting for the November event – This effort is led by Brian Holland, Cheryl Casteen, and Amanda Malkin (and others) to place local art within Saint Peter and Kasota businesses and showcase in local studios to encourage the public to see it. Next meeting is October 28 Adjourn at 9:12 a.m. Respectfully submitted by director Ed Lee September 23, 2022.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, August 26, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Teresa Saum, Sandi Miller, Keri Johnson, Dana Melius, and Shanon Nowell, and director Ed Lee Call to Order at 8:01 a.m. by Chairperson Jerry Harty Minutes for July 22 meeting: Motion by Saum and second by Miller to approve minutes of July 22 meeting. Approved unanimously. Lodging Tax Comparison – Thoughts expressed regarding the current state of covid, and while much has returned to normal, acknowledging hospitalizations and cases to varying degrees are still occurring. Watching how or whether numbers increase in the fall as more people are indoors and together for longer durations. All that said, group members agreed Lodging Tax numbers are very strong and positive compared to

a year ago and especially two years ago. Motion by Johnson, second by Melius to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Comments that grants and final reports are right on track. Motion by Nowell, second by Saum to accept the Spreadsheet. Approved unanimously. Account Balance Review – Conversation the account balance has hovered near the high \$40's for several months, without any dramatic rises or falls. Projects are receiving the funding for which they are requesting. Motion by Johnson, seconded by Melius to approve the Account Balance Review. Approved unanimously. Final Report: Minnesota Original Music Festival – Members agreed this inaugural project led by Eli Hoehn of Saint Peter was a success. Motion by Johnson, second by Melius to approve the final report of \$200 for Minnesota Original Music Festival 2022. Approved unanimously. Final Report: MarketFest 2022 – Board members raised a concern or two that MarketFest 2022 did not appear to be strongly attended. They said they understand the project's intents, which include attracting motorists from Highway 169. Motion by Johnson, second by Melius, approve the final \$600 payment for MarketFest 2022. Approved unanimously. Final Report: All-School Reunion – Board members talked about the various events within the All-School Reunion. Motion by Melius, second by Johnson, to approve \$600 final payment to the 2022 All-School Reunion Committee. Approved unanimously. Grant Request: Saint Peter Chamber for Videos Promoting Community – As proposed by the Tourism Board last month, videos promoting Saint Peter can be 60 seconds, 30 seconds and 15 seconds. Motion by Melius, second by Saum, to approve up to \$5,000 grant to for videos promoting Saint Peter. Approved unanimously. Next meeting is September 23 Adjourn at 9:14 a.m. Respectfully submitted by director Ed Lee August 26, 2022.

ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, July 22, 2022 At Saint Peter Chamber and Tourism Office Attendance: Shanon Nowell, Jon Smithers, Teresa Saum, Erin Schwab, Keri Johnson, Dana Melius, Keith Keogh, and director Ed Lee Call to Order at 8:03 a.m. by Vice Chairperson Erin Schwab Minutes for June 24 meeting: Motion by Johnson and second by Saum to approve minutes of June 24 meeting. Approved unanimously. Lodging Tax Comparison – Motel representative reported weekends are still strong in hospitality locally. Agreement that balance sheet is trending positively from 2021 to 2022. Motion by Nowell, second by Smithers to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Short discussion, as director reported grant paperwork and final reports are flowing nicely. Motion by Smithers, second by Johnson to accept the Spreadsheet. Approved unanimously. Account Balance Review – Board members pointed to the account balance hovering the \$40,000-plus area. The idea to invest \$5,000 or so for a video showcasing the community as a great place to live, work, and visit was pitched. Video production can cost much more, Board members commented. The director said he would garner some ideas and return with a report at next month's meeting. Motion by Keogh, seconded by Smithers to approve the Account Balance Review. Approved unanimously. Grant Request: Saint Peter Senior Center – Active Aging Week – Review of the grant application indicates the event week has the potential to attract visitors, Board members agreed. Motion by Nowell, second by Smithers to approve the grant request of \$1,000 for the Saint Peter Senior Center Active Aging Week. Approved unanimously. Final Report: Saint Peter Chamber Annual Old-Fashioned Fourth of July Parade, Picnic and Fireworks – Board members said this year was successful with lining the streets and packing the park and fairgrounds with visitors, despite the threat of rain. Motion by Johnson, second by Keogh, approve the final \$600 payment for parade/park activities and final \$600 for fireworks. Approved unanimously. Grant Request: Saint Peter Chamber

– 2022 Holiday Season Kickoff with a Spend-\$50- Receive-\$20 program modeled after Greater Mankato Growth’s for November and December. Requesting \$1,000. Board members concluded the program can generate excitement and liven up the holiday scene. This is a transition from 2021 November Nostalgia, where the horse trolley gave free rides. Discussion to increase amount to \$2,000 to make the program more powerful. Motion by Melius, second by Smithers, to approve \$2,000 grant to Chamber to host 2022 Holiday Season Kickoff program. Approved unanimously. Grant Request: Day of Hope – For free music and food vendors in the park on August 27, 2022. Motion by Johnson, second by Melius, to approve \$1,000 grant to Day of Hope for park event. Approved unanimously. Next meeting is August 26 Adjourn at 9:05 a.m. Respectfully submitted by director Ed Lee July 22, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m.

– Friday, June 24, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Sandi Miller, Erin Schwab, Keri Johnson, Keith Keogh, and director Ed Lee Call to Order: By Chairperson Mr. Harty at 8:01 a.m. Minutes for May 27 meeting: Motion by Johnson and second by Miller to approve minutes of May 27 meeting. Approved unanimously. Lodging Tax Comparison – Members agreed numbers look stronger for 2022 than they did in 2021, which wasn’t a bad year. Lodging taxes are doing well. Report from local motel general manager that the number of stays has picked up due to tournaments, construction and weddings. Weekends are stronger than weekdays. Motion by Schwab, second by Keogh to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Board members considered the sheet seems up to date as event organizers in general are getting their final reports paperwork submitted. Motion by Johnson, second by Miller to accept the Spreadsheet. Approved unanimously. Account Balance Review – Account balance statement is showing \$52,039, so Board members reiterated opportunities exist for other initiatives. They also said having a cushion – a rainy day reserve – affords a sense of comfort. Motion by Schwab, seconded by Keogh to approve the Account Balance Review. Approved unanimously. Grant Request: Govenaires Alumni Group for Govenaires Annual Volleyball Tournament – Board members looked at the application regarding how many people this tournament draws to town and said the \$100 request was appropriate. Motion by Keogh, second by Miller to approve the grant request of \$100 for the Govenaires Annual Volleyball Tournament. Approved unanimously. Final Report: City of Saint Peter Recreation Department for Senior Spring Fling – Discussion that the Spring Fling from all appearances attracted people from in and around Saint Peter, which is the goal of events in regards to Tourism. Motion by Schwab, second by Johnson, approve the final \$300 of the \$1,500 grant to the Recreation Department for the annual Senior Spring Fling. Approved unanimously. Next meeting is July 22 Adjourn at 8:57 a.m. Respectfully submitted by director Ed Lee June 24, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, May 27, 2022 At Saint Peter Chamber and Tourism Office Attendance: Teresa Saum, Jerry Harty, Erin Schwab, Dana Melius, Keri Johnson, Jon Smithers, Shanon Nowell, Keith Keogh and director Ed Lee Call to Order: By Chairperson Mr. Harty at 8:02 a.m. Minutes for April 22 meeting: Motion by Saum and second by Smithers to approve minutes of April 22 meeting. Approved unanimously. Lodging Tax Comparison – Board members present examined the 2021 column and the 2022 column and agreed the 2022 numbers are looking far more positive. They said 2021 was a strong enough year, but 2022 is clearly way stronger. Motion by Saum, second by Schwab to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – There was only short discussion on the Grant Spreadsheet, as all numbers appeared to be in order. Members took another glance at the 2021 spreadsheet as well. Motion by Schwab, second by Smithers to accept the Spreadsheet

as presented. Approved unanimously. Account Balance Review – With this month’s \$52,039 account balance, Board members said the Tourism Bureau appears to be in good shape financially for the foreseeable future. Motion by Saum, seconded by Schwab to approve the Account Balance Review. Approved unanimously. Grant Request: All-School Reunion (tabled from May 27 meeting) – This request was tabled at the May meeting as Board members looked forward to any opportunity to hear more about the event from someone on its organizing team. Marian Determan of the All-School Reunion Committee attended to answer questions. Motion by Smithers, second by Saum to approve the grant request of \$3,000 for the All-School Reunion Committee to host the 2022 All-School Reunion. Approved unanimously. Final Report: Hillstrom Museum of Art – Hillstrom presented comprehensive paperwork requesting the final \$200 of the \$1,000 grant. Board members said they appreciated the comprehensiveness. Motion by Melius, second by Saum to approve the final \$200 to Hillstrom Museum of Art for the Febzi Yazici Dark White exhibit February 14 to April 24, 2022. Approved unanimously. Grant Request: Girls Day Out by Saint Peter Chamber – The director reported that Girls Night Out is evolving to Girls Day Out in hopes of making the event more user friendly to both the participants and hosting businesses. Motion by Smithers, second by Nowell to approve the grant request of \$2,000 to the Saint Peter Chamber for Girls Day Out. Approved unanimously. Grant Request: Arts Center of Saint Peter 2022 Entertainment at the Pavilion – Board members reviewed the grant request by the Arts Center of Saint Peter for \$550 for the Summer Entertainment 2022 at the Pavilion. Looking at the investment with putting on the entertainment, along with the potential and even likely draw, there was support to up the grant amount to \$1,000. This is a multi-night series of events. Motion by Smithers, second by Nowell to approve the grant to \$1,000 for Arts Center of Saint Peter 2022 Entertainment at the Pavilion. Grant Request: Juneteenth Celebration – Board members spoke positively about the Juneteenth purpose and large scale, which also encompasses activities in Mankato around the late week and weekend of June 19. Originally, the item came as a request for a donation of between \$500 and \$1,000 but with further communication as the Chamber director reached out to organizers, organizers filled out the official grant request, in the amount of \$3,000. Motion by Melius, second by Johnson to approve the \$3,000 grant to Juneteenth 2022. Approved unanimously. Pearly Gates Restoration, presented by City of Saint Peter in Partnership With Saint Peter Chamber: – The Chamber director reported that at the start of the project in the springtime, which also involves D&K Powder Coating of North Mankato, the scope was merely the gates themselves, but as subsequent meetings occurred things widened to the arch, lettering, sconces, rust hole repairs, and spotlighting. The director requested approval to invest up to a total of \$5,000 for all aspects involved with restoring the Pearly Gates. Motion by Smithers, second by Saum, to commit up to \$5,000 for all costs with the Pearly Gates Restoration. Approved unanimously. (Original grant amount was \$3,611 with itemization being \$2,593 for the powder coating, \$520 for addressing the letters specifically, and \$500 stipend for City crews to manage logistics with moving the gates (and then arch, and sconces from their hinges to D&K and back.) A full accounting of other costs will be presented at the July meeting. Next meeting is June 24 Adjourn at 9:18 a.m. Respectfully submitted by director Ed Lee May 27, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, March 25, 2022 At Saint Peter Chamber and Tourism Office Attendance: Teresa Saum, Sandi Miller, Jerry Harty, Dana Melius, Jon Smithers, Shanon Nowell, and director Ed Lee Call to Order: By Chairperson Mr. Harty at 8 a.m. Swearing in new Tourism Board member Sandi Miller Minutes for March 25, 2022 meeting: Motion by Saum and second by Smithers to approve minutes of March 25 meeting. Approved unanimously. Lodging Tax

Comparison – The Lodging Tax comparison is showing stronger numbers in 2022 months than 2021 months as of this time of the year, members agreed. Motion by Nowell, second by Saum to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – The director explained that All School Reunion grant request appears on today’s agenda, and a lingering final payment appears on last year’s spreadsheet. Board members agreed to address that matter as the All School Reunion agenda item comes up. Other line items on the spreadsheet are in order, Board members concluded. Motion by Saum, second by Smithers to accept the Spreadsheet as presented. Approved unanimously. Account Balance Review – Board members said this month’s \$57,599 account balance figure offers stability and opportunity, as it has the past few months. Motion by Melius, seconded by Miller to approve the Account Balance Review. Approved unanimously. Grant Request: Pearly Gates Refurbishing by the City of Saint Peter – Continuing the conversation from previous two meetings Board members offered supportive comments for helping make the Pearly Gates more attractive and protected. Motion by Smithers, second by Melius to approve \$3,611 grant to the City of Saint Peter in partnership with the Tourism Bureau and Chamber. Itemization is \$2,593 for the powder coating, \$520 for addressing the letters specifically, and \$500 stipend for City crews to manage logistics with moving the gates, arch, and sconces from their hinges to D&K and back. Approved unanimously. Grant Request: Bike Rodeo by River’s Edge Hospital – Board members spoke supportively of the annual bike rodeo, which includes partners with the hospital. Motion by Nowell, second by Smithers to approve the grant request of \$1,000 for River’s Edge Hospital to host the Bike Rally. Approved unanimously. Grant Request: Farmers Market – Board members said they like that the annual Farmers Market draws visitors and residents out and about on Tuesdays and Saturdays during the warm months. Motion by Smithers, second by Nowell to approve the grant to the Farmers Market for the newsletter in the amount of \$3,000. Approved unanimously. Harty abstained, as he is a vendor at the Farmers Market. Blues Fest 2022 – Blues Fest draws people from near and far, Board members agreed. Motion by Smithers, second by Saum to approve the Blues Fest 2022 to the Saint Peter Ambassadors for \$3,000. Approved unanimously. All School Reunion – Board members tabled grant request for \$2,000 or \$3,000 from All School Reunion Committee, pending explanation from event representatives on how grant dollars so far have been invested. There was acknowledgement that dollars have gone to postage to reach the past several decades of graduates of Saint Peter High School, along with appreciation to the organizers. But, Board members sought more detail with what communications channels are being used to reach the graduates. They assigned the director to invite an event organizer to the May 27 meeting. Motion by Nowell, second by Melius to table the grant request of \$2,000 or \$3,000 to All School Reunion Committee. Approved unanimously. Other Business: Visitors Guides placed at the Mall of America – The director reported the opportunity of placing Saint Peter Visitors Guides at the Mall of America for \$368 in an Explore Minnesota kiosk. Motion by Smithers, seconded by Saum to approve the Chamber’s request to invest \$368 in placing guides at MOA. Next meeting is May 27 Adjourn at 9:12 a.m. Respectfully submitted by director Ed Lee April 22, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, March 25, 2022 At Saint Peter Chamber and Tourism Office Attendance: Keri Johnson, Jon Smithers, Jerry Harty, Keith Keogh, Teresa Saum, and director Ed Lee, along with Bob Sandeen. Call to Order: By Chairperson Mr. Harty at 8:06 a.m. Minutes for February 25, 2022 meeting: Motion by Smithers and second by Johnson to approve minutes of February 25. Approved unanimously. Lodging Tax Comparison – Board members agreed lodging tax proceeds are strong in the first couple months of the year relative to recent years.

Motion by Johnson, second by Smithers to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Presented to the Board members were spreadsheets from 2021 and 2022. A couple of the items from 2021 were being addressed on today's agenda. Board members said the grant spreadsheets are on track. Motion by Saum, second by Johnson to accept the Spreadsheet as presented. Approved unanimously. Account Balance Review – At \$59,562, the account balance continues to present opportunities. Board members assigned the director to continue looking for additional ways to promote the community of Saint Peter. Motion by Johnson, seconded by Saum to approve the Account Balance Review. Approved unanimously. Grant Request: Senior Spring Fling by the City Recreation and Leisure Services Department – Board members supported the concept of the dance with live music and its likelihood of drawing people to town. Motion by Johnson, second by Smithers to approve \$1,000 grant to the Rec Department for Spring Fling. Approved unanimously. Grant Request: American Legion Post 37 2021 Newsletter Final Report – Newsletter is designed to attract out-of-towners, who likely get around to other venues while they are in town. Motion by Smithers, second by Johnson to approve the final report for \$200 for the Legion newsletter promotional effort. Approved unanimously. Grant Request: 2022 American Legion Post 37 2021 Newsletter – Organizers of the newsletter say it attracts people not only to the Legion, but to other places in Saint Peter while they are here. Motion by Smithers, second by Johnson to approve the grant to the Legion for the newsletter in the amount of \$2,000. Approved unanimously. MarketFest 2021 Final Report – Following discussion, Board members supported the final report issued by Saint Peter MarketFest. Motion by Smithers, second by Johnson to approve the MarketFest 2021 Final Report and \$600 payment. Approved unanimously. MarketFest 2022 – There was agreement that Saint Peter MarketFest serves to attract visitors to the business scene, especially along Highway 169 through town. Motion by Keogh, Second by Smithers to approved grant in the amount of \$3,000 for Saint Peter MarketFest 2022. Motion by Keogh, second by Smithers. Approved unanimously. Other Business: Pearly Gates Painting, Swag Update, Postcards – The director reported that information is still being sought regarding the painting of the Pearly Gates, that promotional Saint Peter Tourism Bureau pens were on their way, and that updated postcards might be a good idea. No funding was requested. There was also discussion on Girls Day Out (received a grant in 2021), billboards, Minnesota River Valley Scenic Byway, and Explore Minnesota Next meeting is April 22 Adjourn at 9:40 a.m. Respectfully submitted by director Ed Lee March 25, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, February 25, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Teresa Saum, Jon Smithers, Keri Johnson, Dana Melius, Shanon Nowell, and director Ed Lee, along with Bob Sandeen. Call to Order: By Chairperson Mr. Harty at 8:04 a.m. Swearing in: New Board Member Teresa Saum was sworn in by director Ed Lee. Minutes: Correction to minutes by Johnson to strike statement that was carried over from previous minutes regarding comments of thanks by Mr. Sandeen. Motion by Johnson and second by Smithers to approve minutes of January 28. Approved unanimously. Lodging Tax Comparison – The director reported that no deposits are yet showing, as it is early in the year. The document does, however, show the 2021 history. No further discussion. Motion by Melius, second by Smithers to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Ms. Johnson requested the 2021 list that shows pending final reports, so copies of that document were provided to the group. The 2022 document has just a few entries, as it is still early in the year, group members agreed. Motion by Nowell, second by Johnson to accept the Spreadsheet as presented. Approved unanimously.

Account Balance Review – Board members reiterated from recent meetings, and Mr. Sandeen in the gallery agreed, the account balance continues to hover historically high. Thoughts with how additional dollars could help established events, if requested by event organizers, were expressed, but no action was taken. Motion by Smithers, seconded by Melius to approve the Account Balance Review. Approved unanimously. Grant Request: Maker Fair Minnesota – Board members quickly supported Maker Fair, saying the event has been a colossal draw of visitors from far and wide. Motion by Smithers, second by Melius to approve \$2,000 grant to Maker Fair Minnesota for the 2022 event at the fairgrounds in October. Approved unanimously. Grant Request: Rock Bend Folk Festival – Short discussion that Rock Bend’s grant request is very well documented with revenues and expenses and the festival is perhaps the strongest on the slate of annual local events in terms of attracting. Motion by Nowell, second by Smithers to approve the grant to Rock Bend Folk Festival for \$3,000 for the 2022 event. Approved unanimously. Grant Request: Saint Peter Chamber July 4 Fireworks – The director reported that last year was the first with the Chamber taking over organization of the fireworks show, and that things went without a hitch. Board members said they were pleased the show was a great tourist attraction and look forward to that in 2022. Motion by Melius, second by Johnson to approve the grant to Saint Peter Chamber for \$3,000 for Old-Fashioned Fourth of July Fireworks. Approved unanimously. Pearly Gates Painting – Board members agreed with City administration that the Pearly Gates could use a paint job. The Board assigned staff to research costs with preparation and painting, specifically to contact Braun Manufacturing, which is locally known as a competent contractor with metals. Saint Peter Tourism Swag – The director proposed starting to compile additional swag that helps promote tourism efforts, with Saint Peter blankets and pens. Staff was assigned to contact other tourism bureaus and chambers to ask for their best ideas with swag. Motion by Nowell and seconded by Smithers to approve the Tourism Office spending up to \$1,000 to acquire swag. Approved unanimously. Next meeting is March 25 Adjourn at 8:56 a.m. Respectfully submitted by director Ed Lee February 25, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, January 28, 2022 At Saint Peter Chamber and Tourism Office Attendance: Jerry Harty, Erin Schwab, Keri Johnson, Dana Melius, Shanon Nowell, and director Ed Lee Call to Order: By Vice Chairperson Mr. Harty at 8:03 a.m. Group members expressed appreciation to Mr. Sandeen, whose term expires on December 31. Mr. Sandeen thanked the group. Election of Officers: Nominations for Mr. Harty as Chairperson and Ms. Schwab as Vice Chairperson. Approved unanimously. Minutes: Motion by Johnson and second by Melius to approve minutes of Dec. 3. Approved unanimously. Lodging Tax Comparison – Board members expressed optimism with the numbers as they compared 2021 to the far less activity in 2020. Hearing from the hospitality representative, motel rooms are in higher demand on the weekends in these winter months than on the weekdays. Motion by Melius, second by Nowell to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – Acknowledging it’s early in the year, board members agreed that last year’s spreadsheet looks good and so does the new one for 2022. Motion by Melius, second by Nowell to accept the Spreadsheet as presented. Approved unanimously. Account Balance Review – Board members said the favorable Account Balance positions them for the traditional grants and new ones in 2022. Motion by Johnson, seconded by Schwab to approve the Account Balance Review. Approved unanimously. Grant Request: Senior Expo – The Expo is returning after a break due to the pandemic, and with organizers anticipating a strong program and good numbers of attendees, Board members agreed these are appropriate dollars invested. Motion by Johnson, second by Melius to approve \$2,000

grant to Saint Peter Senior Center for the 2022 Senior Expo. Approved unanimously. Grant Request: Saint Peter Chamber July 4 Celebration – Board members said this event does much to attract visitors and showcase the community. Motion by Melius, second by Johnson to approve the grant to Saint Peter Chamber for \$3,000 for Old-Fashioned Fourth of July. Approved unanimously. Grant Request: Saint Peter Chamber July 4 Fireworks – The director reported that last year was the first with the Chamber taking over organization of the fireworks show, and that things went without a hitch. Board members said they were pleased the show was a great tourist attraction and look forward to that in 2022. Motion by Melius, second by Johnson to approve the grant to Saint Peter Chamber for \$3,000 for Old-Fashioned Fourth of July Fireworks. Approved unanimously. Grant Final Report: Saint Peter Senior Center – Active Aging Week – Group members said they appreciated the strong documentation, which showed the initiative served as a conduit for visitors. Motion by Melius, seconded by Schwab to approve the final report and payment of \$140 for Active Aging Week hosted by Saint Peter Senior Center. Approved unanimously. Grant Final Report: Saint Peter Farmers Market – Discussion by Board members that the Farmers Market was especially robust in 2021 as a nice gathering place. They said they appreciated the strong documentation of revenues and expenses. Motion by Johnson and seconded by Nowell to approve final report by Saint Peter Farmers Market for \$400. Approved unanimously. Next meeting is February 25 Adjourn at 9:11 a.m. Respectfully submitted by director Ed Lee January 28, 2022. ST. PETER TOURISM BUREAU BOARD OF DIRECTORS MINUTES 8 a.m. – Friday, December 3, 2021 At Saint Peter Chamber and Tourism Office Attendance: Bob Sandeen, Jerry Harty, Dana Melius, Erin Schwab, Keri Johnson, Jon Smithers, Shanon Nowell, Keith Keogh, and director Ed Lee, along with City Administrator Todd Prafke Red means updated Call to Order: By Mr. Sandeen at 8:00 a.m. Group members expressed appreciation to Mr. Sandeen, whose term expires on December 31. Mr. Sandeen thanked the group. Minutes: Motion by Smithers and second by Harty to approve minutes of October 22. Approved unanimously. Lodging Tax Comparison – With nearly the whole year's history on the balance sheet, group members concluded 2021 has been better financially than 2020. It provides for a positive outlook for the future. Hospitality representative said October was strong with occupancy, but November, as most years, was slower. Motion by Smithers, second by Schwab to accept the Lodging Tax Comparison. Approved unanimously. Grant Spreadsheet Review – There was consensus that the spreadsheet is on track. Motion by Harty, second by Smithers to approve the Spreadsheet. Approved unanimously. Account Balance Review – The account balance remains historically strong for this time of year, group members agreed. Opportunities for further promotion were discussed. Motion by Johnson, seconded by Smithers to approve the Account Balance Review. Approved unanimously. Grant Request: Minnesota Original Music Fest – This festival, slated for July 2022, is spearheaded by local musician Eli Hoehn. Group members spoke favorably of the concept. Motion by Smithers, second by Nowell to approve \$1,000 for \$1,000 for Minnesota Original Music Fest July 19 to 24, 2022. Approved unanimously. Grant Final Report: Girls Night Out – The director reported that 466 ladies participated in GNO this year, and group members approved of the event. Motion by Harty, second by Keogh to approve the GNO final report for \$200 to the Chamber to. Approved unanimously. Grant Final Report: November Nostalgia – Group members listened to director's report of November Nostalgia and concluded it was a worthwhile event. Motion by Schwab to approve final report for \$400 from Chamber. Seconded by Johnson. Approved unanimously. Grant Final Report: Maker Fair Minnesota – Agreement by group members that Maker Fair was a great success. Motion by Smithers to approve final report by Maker Fair for \$400.

Seconded by Johnson. Approved unanimously. Report from City Administrator Todd Prafke: Mr. Prafke answered questions of the Tourism Board members. Next meeting is January 28 Adjourn at 9:04 a.m. Respectfully submitted by director Ed Lee December 3, 2021.