

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.

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 follow-ups 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 are 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.