



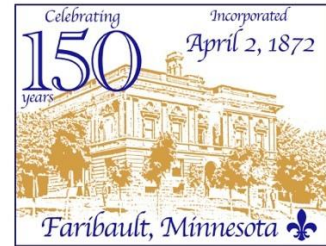
TOURISM COMMISSION AGENDA

PUBLIC MEETING ROOM

MONDAY, JULY 11, 2022

4:15 PM

1. Call to Order and Roll Call
2. Routine Business
 - A. Minutes of the previous meeting
 - B. Financial Report
 - C. Lodging Tax Collections
3. Request to be heard (3 min. each)
4. Web/Social Media Report
5. Campaign and Blogger Report
6. Minne-Roadtrip
7. Directors Report- Kelly
8. Next Meeting Date: September 12, 2022 at 4:15pm
9. Adjournment



TOURISM COMMISSION MINUTES

PUBLIC MEETING ROOM

MONDAY, MAY 11, 2022

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:27pm by Miki Orr-Campbell. In Attendance: Miki Orr Campbell, Heidi Nelson, David Connelly, Janna Viscomi, Kelly Nygaard and Heather Slechta.

Routine Business

Approval of the Minutes

Motion by Nelson, seconded by Connelly to approve the March 14, 2022 Tourism Commission Meeting Minutes and carried unanimously.

Financial Report

Tourism Director Kelly Nygaard review the financials to date.

Lodging Tax Collections

Tourism Director Kelly Nygaard reviewed the Lodging Tax Nygaard noted that the tax collection amounts are moving towards pre-Covid numbers.

Motion by Nelson, seconded by Connelly to approve the Routine Business and carried unanimously.

Requests to be heard

Commissioner Connelly stated that there is a required human trafficking training for all lodging establishments. He requested that a letter be drafted and send to the lodging establishments reminding them of the training. Nygaard will draft and send a letter.

Web/Social Media Report

Tourism Director Kelly Nygaard reviewed the Web/Social Media Report. There were 4,381 users, 5,115 sessions with 9,590 pageviews. The average session was 0:56 with 1.87 pages/sessions. The bounce rate was again high at 56.56%.do with the site, it does not hurt other than increases the bounce rate. The girls-getaway page had the most pageviews followed by do and eat. These numbers correlate with the digital campaign.

There are a total 3,370 “likes” and 3,585 “followers” on the Facebook page, of which 76% are female. The Instagram page has 1327 followers, up 1.06% since March.

Conference Update

The Retho’s Conference brought 70 professionals into town. The conference went so well that

they may continue to hold it here. Chamber and City Staff worked together to bring the U of M Extension Entrepreneur Conference to town. They selected Red Wing due to the lack of lodging in downtown. Faribault is still a contender for 2023.

Minne-Road Trip

Tourism Director Kelly Nygaard informed the Commission that Owatonna has hired a new director however, Northfields is still open. Staff will be meeting the new Owatonna director next week and will be getting them up to speed on the program.

Directors Report - Kelly Nygaard

Tourism Director Kelly Nygaard stated the blogger, MinneMomma Adventures will be coming in June. They focus on family adventures, so they will be attending a Lakers game, the Historical Society and a bike ride on the Sakatah Trail. Commissioner Connelly stated that they should visit Caron Park as well.

Nygaard mentioned that they are utilizing Orange 142 tracks the metrics of digital campaigns, they are then only paying for click throughs, where with most companies you pay for every impression, regardless of click through rate. The results should be back for the next meeting. The Golf Box is a new golf simulator that has opened downtown. They currently have tree bays and are looking to expand. This will be a good addition to downtown and will likely be a tourist attraction.

Adjournment

Motion by Nelson, seconded by Connelly to adjourn the meeting and carried unanimously.

Meeting adjourned at 5:07 pm.

Respectfully Submitted,

Heather Slechta
Assistant to the City Administrator

Faribault Area Chamber of Commerce Tourism
Lodging Tax Report
Jan - March 2022

Faribault Area Chamber of Commerce and Tourism												
Lodging Tax Collection Record												
Month	2017 tax	2017 YTD	2018 tax	2018 YTD	2019 tax	2019 YTD	2020 tax	2020 YTD	2021 tax	2021 YTD	2022 tax	2022 YTD
January	\$8,468.34	\$8,468.34	\$9,045.83	\$9,045.83	\$6,724.30	\$6,724.30	\$7,021.13	\$7,021.13	\$1,598.56	\$1,598.56	\$2,192.77	\$2,192.77
February	\$7,651.59	\$16,119.93	\$8,448.17	\$17,494.00	\$9,171.19	\$15,895.49	\$8,631.94	\$15,653.06	\$3,581.86	\$5,180.42	\$8,434.16	\$10,626.93
March	\$7,316.37	\$23,436.30	\$6,990.91	\$24,484.91	\$7,348.61	\$23,244.10	\$5,473.67	\$21,126.74	\$6,435.35	\$11,615.76	\$7,877.01	\$18,503.94
April	\$7,577.22	\$31,013.52	\$7,551.38	\$32,036.29	\$6,739.65	\$29,983.75	\$2,183.85	\$23,310.59	\$5,596.65	\$17,212.41	\$9,641.45	\$28,145.39
May	\$11,310.71	\$42,324.23	\$8,318.65	\$40,354.94	\$13,188.56	\$43,172.31	\$2,961.41	\$26,271.99	\$12,882.35	\$30,094.76	\$0.00	\$28,145.39
June	\$12,524.93	\$54,849.16	\$12,585.17	\$52,940.11	\$13,189.05	\$56,361.36	\$3,736.45	\$30,008.45	\$6,860.44	\$36,955.20	\$0.00	\$28,145.39
July	\$13,830.14	\$68,679.30	\$12,394.65	\$65,334.76	\$12,007.37	\$68,368.73	\$9,584.80	\$39,593.25	\$17,294.01	\$54,249.21	\$0.00	\$28,145.39
August	\$13,268.92	\$81,948.22	\$14,203.25	\$79,538.01	\$13,621.18	\$81,989.91	\$7,548.15	\$47,141.39	\$17,098.67	\$71,347.88	\$0.00	\$28,145.39
September	\$13,475.09	\$95,423.31	\$13,084.40	\$92,622.41	\$12,052.18	\$94,042.09	\$7,537.04	\$54,678.44	\$13,206.57	\$84,554.45	\$0.00	\$28,145.39
October	\$11,229.95	\$106,653.26	\$10,906.00	\$103,528.41	\$11,495.01	\$105,537.10	\$4,759.03	\$59,437.47	\$9,571.59	\$94,126.04	\$0.00	\$28,145.39
November	\$9,006.28	\$115,659.54	\$7,651.00	\$111,179.41	\$8,558.32	\$114,095.42	\$4,989.18	\$64,426.65	\$8,307.20	\$102,433.24	\$0.00	\$28,145.39
December	\$8,676.25	\$124,335.79	\$7,651.00	\$118,830.41	\$7,546.92	\$121,642.34	\$3,802.83	\$68,229.48	\$8,358.89	\$110,792.13	\$0.00	\$28,145.39
Year Total	\$124,335.79		\$118,830.41		\$121,642.34		\$68,229.48		\$110,792.13		\$28,145.39	
*** Remember we are two months behind in collection of the lodging tax dollars.												
Motels pay at the end of the month and we receive it from the city approximately two months later.												