



TOURISM COMMISSION AGENDA

PUBLIC MEETING ROOM MONDAY, SEPTEMBER 19, 2022

4:15 PM

1. Call to Order and Roll Call
2. Routine Business
 - A. Consent Agenda
 - Minutes of the previous meeting
 - Financial report
 - Lodging Tax Collections
3. Requests to be heard (3 min each).
4. Web/Social Media Report
5. Campaign Report
6. 2023 Planning Session
7. Minne-Roadtrip
8. Directors Report- Kelly
9. Next Meeting Date: November 14, 2022 at 4:15 pm
10. Adjournment



TOURISM COMMISSION MEETING

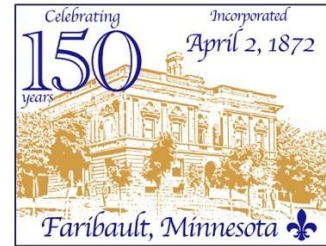
September 19, 2022

4:15 – 5:30 p.m.

City Hall

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*Please contact the Administration Department at 507-333-0353
If you need special accommodations related to a disability to attend this meeting.*



TOURISM COMMISSION MINUTES

PUBLIC MEETING ROOM

MONDAY, July 11, 2022

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:22pm by Miki Orr-Campbell. In Attendance: Miki Orr Campbell, Heidi Nelson, Ashley Reller, Lesley Dudley, Sue Garwood, David Connelly, Janna Viscomi, Kelly Nygaard, Tim Murray and Heather Slechta.

Routine Business

Approval of the Minutes

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

Requests to be heard

Commissioner Garwood shared some vintage Faribault postcards discovered in the archives of the Rice County Historical Society Museum.

Web/Social Media Report

Tourism Director Kelly Nygaard reviewed the Web/Social Media Report. There were 6260 users, 7669sessions with 12793 pageviews. The girls-getaway page had the most pageviews followed by do and eat. These numbers correlate with the digital campaign.

There are a total 3,482 “likes” on the Facebook page, up, 3.63% and of which 76% are female.

Campaign and Blogger Report

The 2021 Star Tribune Campaign consisted of utilizing 3 explore Minnesota Coop programs, social clicks, Instagram, and Behavioral email. Emails were delivered to 60,000 recipients with an open rate of 22,21%, with is 10% higher than average. And the click through rate was double the average. The geofencing campaign performed 2.5x better than averages for Star Trib and

yielded 134 on-site lodging conversions. Orange 142 campaign yielded an overall click through rate of .57% with 582,759 impressions. Minne-Mama Adventures visited Faribault in June. She has 26,000 Facebook followers, a group, gets over 15,000 pageviews a month. She blogged her families experience in Faribault, and with their following, results are expected to be very strong.

Minne-Road Trip

Tourism Director Kelly Nygaard informed the Commission that both Northfield and Owatonna have hired new directors. An initial meeting has taken place to confirm the investment in Minne-road trip, and a follow up will be held to determine major priorities for funding.

Directors Report - Kelly Nygaard

Nygaard shared that at the MACVB conference she was able to learn more about digital strategies, and the upcoming changes to Google analytics. At the Midwest Travel Network she was able to connect with multiple bloggers/influencers for possible future collaborations including Post Card Jar, Dining Duster, Indy with Kids. Additional hot topics were accessibility, and health and wellness. Faribault received earned media with an EMT article on Trip on a Tankful, and a 10 minute segment on Twin Cities Live.

Adjournment

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

Meeting adjourned at 5:07 pm.

Respectfully Submitted,

Heather Slechta
Assistant to the City Administrator