



## TOURISM COMMISSION AGENDA

PUBLIC MEETING ROOM

MONDAY, JANUARY 10, 2022

4:15 PM

**Canceled**

1. Call to Order
2. Routine Business
  - Consent Agenda:
  - Approve Minutes of the Previous Meeting
  - Approve Financial Report
  - Approve Lodging Tax Collections
3. Adopt 2022 Budget
4. Request to be heard (3 minutes each)
5. Web/Social Media Report
6. Minne-Road Trip
7. Director's Report
8. Next Meeting Date:
  - March 14, 2022
  - May 9, 2022
  - July 11, 2022
  - September 12, 2022
  - November 14, 2022
9. Adjournment



## TOURISM COMMISSION MINUTES

November 8, 2021 4:15 – 5:30 p.m.

### **Call to Order & Roll Call**

The meeting was called to order at 4:20 pm by Chairperson Heidi Nelson. In Attendance: Miki Orr Campbell, David Connelly, Susan Garwood, Ashley Reller, Jon Wood, Tim Murray, Kelly Nygaard and Heather Slechta.

### **Routine Business – Consent Agenda**

Minutes of the previous meeting were reviewed.

Kelly Nygaard reviewed the financials report, reported that lodging tax is still lower than in past years. There has been approximately \$350 spent in hosting and \$500 spent with Facebook, the current budget shows zero dollars has been spent due to the timing of the billing cycle. Commissioner Reller asked if anyone has looked at what is bringing people to stay at the hotels, Nygaard stated that it is difficult, they would need to rely on the front desk staff to gather that information. Commissioner Connelly stated that hotel stays are back, the numbers are back.

Motion by Wood, seconded by Garwood to approve the September 13, 2021 Tourism Commission minutes, the financial report and the lodging tax collections as presented and carried unanimously.

### **Requests to be Heard – None**

### **Web/Social Media Report**

Nygaard provided a brief web/social media update. There were about 4,110 sessions, 3,773 unique users that visited 2.05 pages for about one-minute and 25 seconds. The do page was the most visited page followed by girls get-away and eat pages. There are 3,055 Facebook friends and 3,271 Followers. There has been great success in boosting pages as well as sharing pervious influencer/blogger visits posts and information. There are 1,258 Instagram followers up 7.7% since September's report.

### **2022 Planning and Draft Budget Discussion**

The Commission held their annual planning meeting. Nygaard requested that Commissioners share their ideas for 2022.

Commissioner Orr-Campbell asked if there are any TV ads being created, Nygaard stated that she is waiting to hear back from Kare11. Commissioner Connelly requested that short videos be

created, using American Story theme, using lives and share videos for social media, a walking tour through Faribault using QR Codes. Nygaard stated that short videos with current photos can be created. We can do #AmericanStories, we could do short 15-second videos. Commissioner Garwood requested that we promote Native history which is what Faribault was founded on. Commissioner Orr Campbell wanted to embrace our diversity, put a light on that. Nygaard informed the Commission that a walking tour was created by the HPC, however the QR Code is expired. She is currently in the process of finalizing a murals and benches map and hoping to place QR Codes. She also stated that maybe monthly walking tours could be done, just a thought at this time, would need to brain storm more on that.

Commissioner Wood asked how the Minne-Roadtrip Wagon ties in when in other locations, Nygaard stated that maps and information from the co-op communities is shared, Commissioner Wood stated that the Aquatics Center did different and unique activities and it should be promoted more. Commissioner Wood also would like some type of collaboration with Kaleidoscope. He also asked about the bringing back the Hot Air Balloon Festival at the airport, City Administrator Tim Murray explained that the balloons did not come for free, and that the insurance costs became too expensive. Commissioner Reller requested that virtual tours be created and that a sticker be created to remind people to post with #visitfaribault. Nygaard stated that there are stock videos and videos of downtown that could be used as part of a virtual tour.

Commissioner Connelly suggested increasing the money spend on social media posts. Commissioner Garwood stated that the Historical Society could assist int training and writing material for walking tours. She also stated that it would be fun to partner with the Parks and Recreation Department to create historical markers throughout the City.

### **Minnie-Roadtrip Co-op**

Nygaard informed the Commission that there is possibility that they will not be participating in the Chicago show this year. She also stated that a MN Bound episode may be dedicated to the Minne-Roadtrip in the future.

### **Directors Report**

Nygaard informed the Commission that the Faribault Visitors Guide revisions have been submitted. She requested that the Commission continue to look through the guide and make any corrections. Commissioner Connelly asked of the rebirth of the Paradise could be on the cover, Nygaard stated the Paradise was covered 2-years ago, Commissioner Orr Campbell would like to see places not businesses, Commissioner Reller stated that it could feature quirky places, Commissioner Connelly would like to see outdoors featured.

Nygaard stated the Star Tribune advertisements would be coming out in the winter. She is working on a girl's weekend itinerary. Commissioner Orr Campbell aske if there is anything on the snowmobile trails, Nygaard stated that they can put something together. Nygaard also informed the Commission that the Kare11 video ads would be coming up as well as an ad in the Minnesota Business Journal.

Blogger Paige Outdoors, is now blogging full time and has increased her fee to \$1,500 plus comps,

so we most likely will not be having her visit. Wild Woodstras are coming November, they will be staying at The Inn, and visiting the Mill, Paradise and Zensations. In either January or February Hailey Almstead is planning to visit, and Minnie-momma, a family focused blogger is in the works. Commissioner Garwood, stated that the Historical Society has a variety of kid friendly activities.

Nygaard requested feedback on the billboard signs, Commissioner Orr Campbell was in favor of the cloud background, Commissioner Reller liked the logos only and Commissioner Garwood liked a light blue background rather than a white background.

Nygaard wrapped up her report with reminding the Commissioners that there is an opening on the Commission at this time.

**Next Meeting: November 10, 2022-4:15 pm at City Hall**

### **Adjourn**

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

The meeting adjourned at 5:51 pm.

Respectfully Submitted,

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Heather Slechta  
Assistant to the City Administrator

Fairbault Area Chamber of Commerce Tourism  
Lodging Tax Report

Fairbault 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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	\$0.00	\$94,126.04	
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	\$0.00	\$94,126.04	
Year Total	\$124,335.79		\$118,830.41		\$121,642.34		\$68,229.48		\$94,126.04		

# VisitFaribault.com

## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Sessions

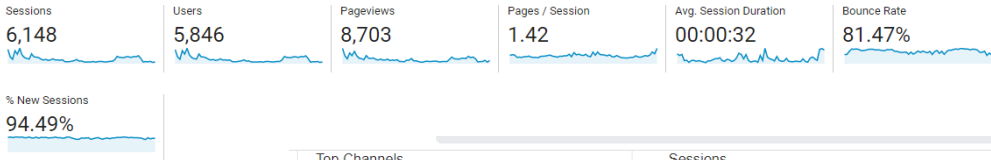
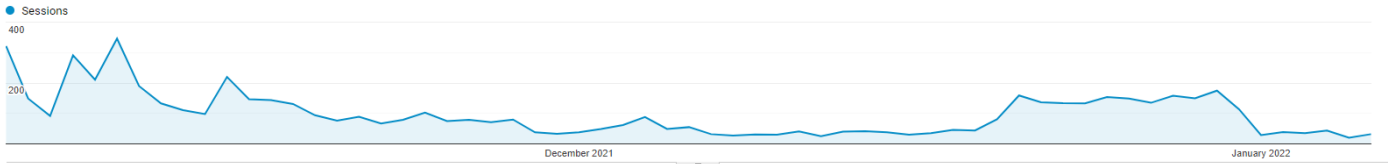
+ Add Segment

Nov 5, 2021 - Jan 6, 2022

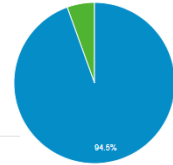
### Overview

Sessions vs. Select a metric

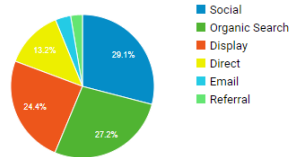
Hourly Day Week Month



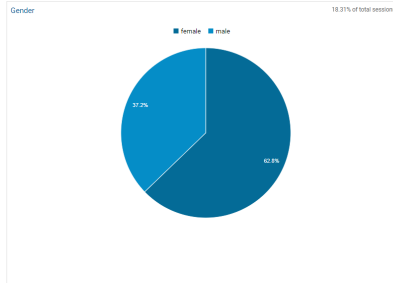
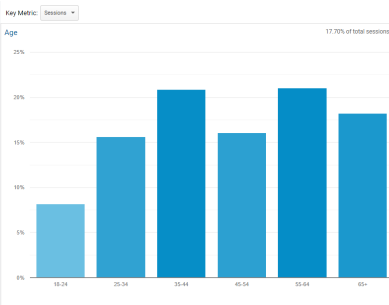
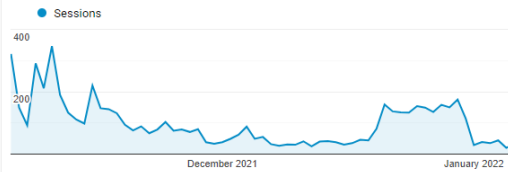
New Visitor Returning Visitor



### Top Channels



### Sessions



	Acquisition		
	Sessions	% New Sessions	New Users
	6,148	94.49%	5,809
1 Social	1,786		
2 Organic Search	1,673		
3 Display	1,502		
4 Direct	809		
5 Email	214		
6 Referral	164		

Page	Pageviews	% Pageviews
1. /	2,835	32.57%
2. /do/	256	2.94%
3. /eat/	186	2.14%
4. /girls-getaway/	171	1.96%
5. /historic-downtown/	158	1.82%
6. /stay/	157	1.80%
7. /the-timeline-of-faribaults-historic-woolen-mill/	151	1.74%
8. /do/shopping-retail/	150	1.72%
9. /calendar/	149	1.71%
10. /faribaults-frosty/	135	1.55%

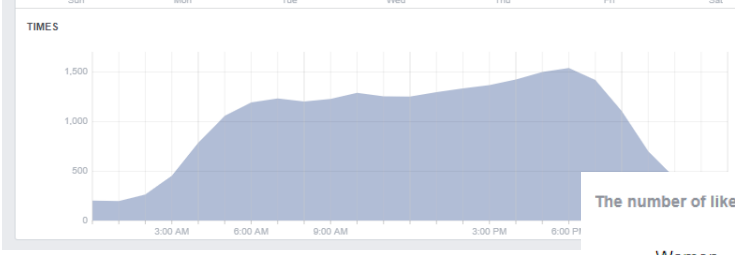
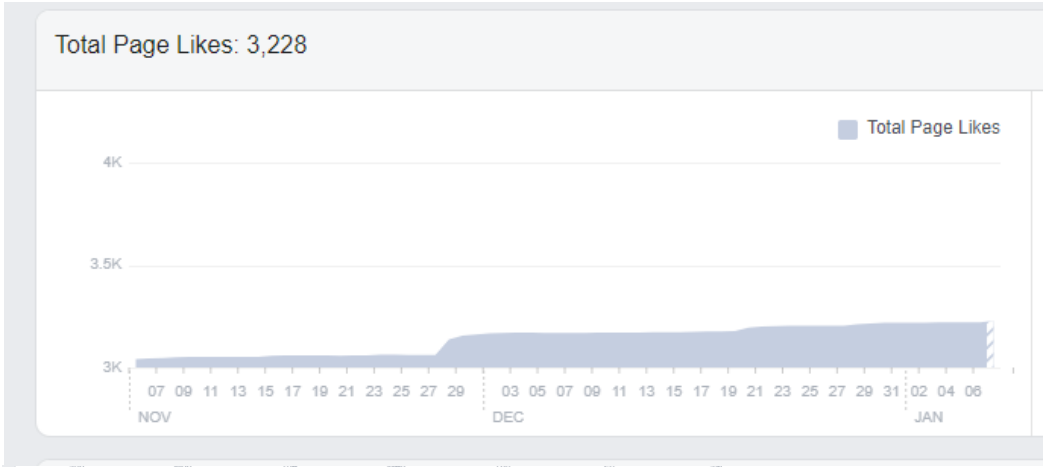
# Faribault Tourism Facebook

Total Likes: 3228

Up 5.66 % over Nov report

Total Follows: 3,422

Up 4.61 % over Nov report



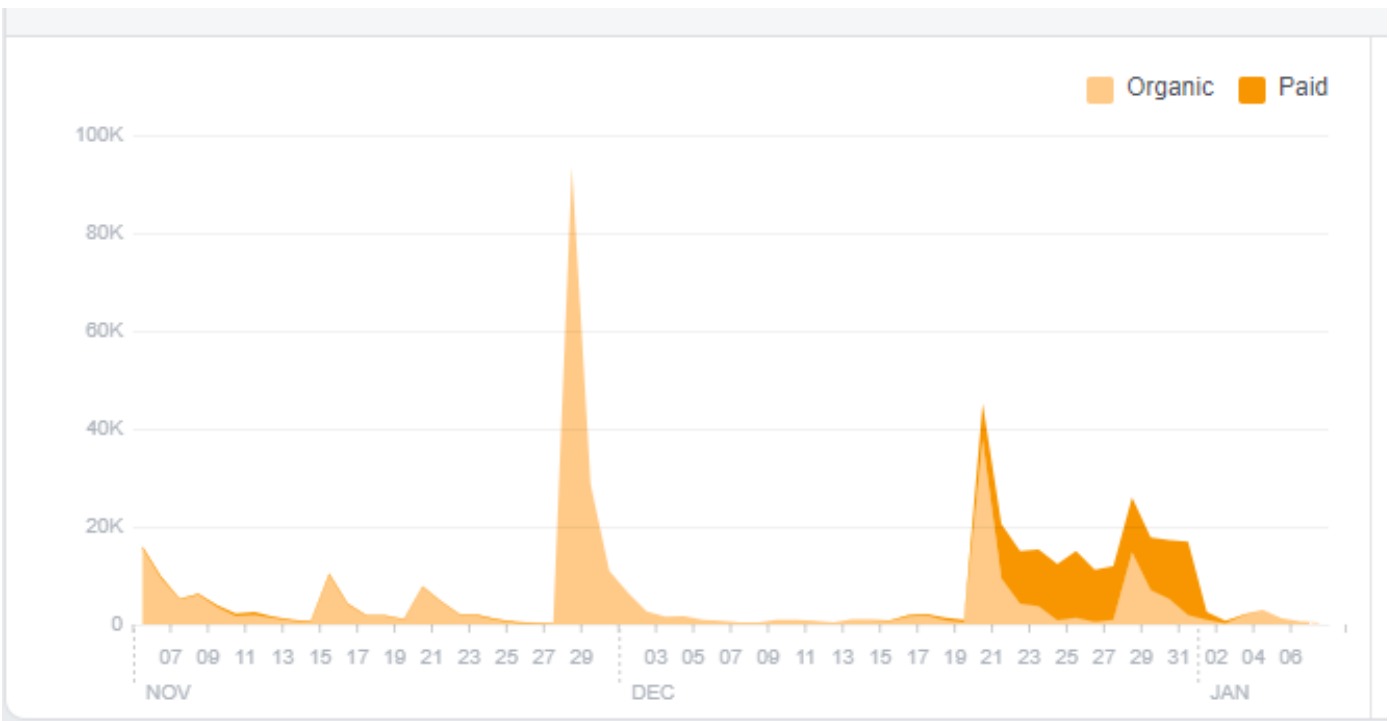
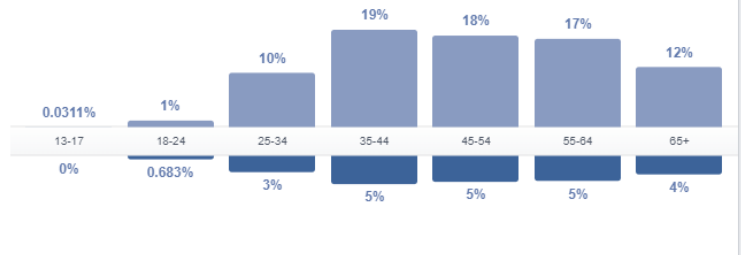
The number of likes of your Facebook Page. This metric is estimated.

Women

■ 76%  
Your Fans

Men

■ 23%  
Your Fans



01/05/2022 11:58 AM				351	31	7
01/04/2022 8:25 AM				2.2K	47	76
01/03/2022 1:40 PM				3.4K	67	76
12/31/2021 11:18 AM				386	18	17
12/30/2021 9:14 AM				5.4K	64	119
12/28/2021 8:30 AM				25.1K	1.7K	877
12/27/2021 10:00 AM				755	7	23
12/25/2021 1:22 AM				1.3K	68	164
12/23/2021 9:00 AM				675	8	23
12/22/2021 10:00 AM				2.4K	35	144
12/21/2021 5:14 PM				481	29	6

12/21/2021 7:00 AM				769	19	40
12/20/2021 9:00 AM				55.2K	1.6K	1.4K
12/20/2021 8:38 AM				1.3K	55	121
12/18/2021 9:00 AM				1K	14	46
12/17/2021 8:00 AM				1.9K	90	57
12/16/2021 1:01 PM				333	4	3
12/16/2021 10:00 AM				3.8K	155	208
12/15/2021 9:28 PM				523	11	5
12/15/2021 9:08 AM				473	7	10
12/14/2021 11:42 AM				450	2	15
12/13/2021 6:09 PM				674	21	38
12/13/2021 12:27 PM				2.3K	96	111
12/10/2021 3:07 PM				811	22	13
12/09/2021 9:15 PM				867	16	30

12/09/2021 1:24 PM				539	9	11
12/06/2021 12:25 PM				206	12	1
12/06/2021 5:27 AM				369	6	3
12/04/2021 1:50 PM				1K	21	33
12/04/2021 12:12 PM				547	18	6
12/03/2021 9:58 AM				561	17	16
12/01/2021 8:44 AM				375	3	4
11/30/2021 4:39 PM				509	3	22
11/30/2021 3:03 PM				474	4	6
11/29/2021 5:10 PM				481	11	10
11/29/2021 3:29 PM				550	7	7
11/28/2021 12:08 PM				136.6K	4.8K	9.3K
11/24/2021 4:00 PM				366	2	8
11/23/2021 3:21 PM				557	4	13

Post details

November 28, 2021

Beautiful day for a stroll in Faribault!

Alli Regan

#OnlyInMN Explore Minnesota Tourism

Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

136,559 People reached 14,112 Engagements [Boost post](#)

Julie Wigersma, Brian Simpson and 507 others 35 Comments 563 Shares

Like Comment Share

Performance for your post

136,559 People Reached

9,271 Reactions, Comments & Shares

6,272 Like	371 On Post	5,901 On Shares
1,112 Love	90 On Post	1,022 On Shares
152 Haha	9 On Post	143 On Shares
694 Wow	44 On Post	650 On Shares
2 Sad	0 On Post	2 On Shares
489 Comments	39 On Post	450 On Shares
563 Shares	563 On Post	0 On Shares

4,841 Post Clicks

1,651 Photo views	3 Link clicks	3,287 Other clicks
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NEGATIVE FEEDBACK

25 Hide post 5 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details

December 30, 2021 at 5:14 AM

10 lakes in 10 miles of Faribault, makes it a great destination for ice fishing!

Learn more at VisitFaribault.com

Megan Burmeister

#OnlyInMN Explore Minnesota Tourism

5,440 People reached 183 Engagements [Boost again](#)

Like Comment Share

Performance for your post

5,440 People Reached

119 Reactions, Comments & Shares

112 Like	100 On Post	12 On Shares
2 Love	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

64 Post Clicks

12 Photo views	3 Link clicks	49 Other clicks
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NEGATIVE FEEDBACK

1 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details

December 28, 2021 at 8:30 AM

Consistently ranked as one of the top rated, private, boarding schools in the country. Shattuck St Mary School offers world class education, top notch athletics, and a stunning campus! No visit to Faribault is complete without a drive through the arches to admire the beautiful architecture!

Robert Nord

#OnlyInMN Explore Minnesota Tourism

25,068 People reached 2,620 Engagements [Boost again](#)

Boasted on Dec 29, 2021 By Kelly K-facc Completed

People reached 552 Post engagement 83

Like Comment Share

Performance for your post

25,068 People Reached

877 Reactions, Comments & Shares

595 Like	97 On Post	498 On Shares
51 Love	15 On Post	36 On Shares
1 Haha	0 On Post	1 On Shares
56 Wow	1 On Post	55 On Shares
114 Comments	4 On Post	110 On Shares
62 Shares	62 On Post	0 On Shares

1,743 Post Clicks

125 Photo views	3 Link clicks	1,615 Other clicks
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NEGATIVE FEEDBACK

14 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

11/22/2021 5:56 PM		Reason 1532 to Visit Faribault: Stunning sunsets			728	18 41
11/22/2021 4:10 PM					263	0 0
11/20/2021 1:29 PM		Planning to do some hiking? Sakatah State Park is a			15.7K	84 171
11/19/2021 1:28 PM					335	9 2
11/19/2021 11:47 AM		Come for the hiking at Nerstrand-Big Woods State			484	3 10
11/18/2021 11:51 AM					402	3 3
11/15/2021 4:17 PM		Holly Days Sale & Winter Wonderland Opening			184	6 0
11/15/2021 9:09 AM		Designed by the same person who designed St.			15.7K	294 89
11/15/2021 9:00 AM		Calling all Cousin Eddie! Explore Minnesota Tourism			679	6 6
11/12/2021 8:25 PM					531	7 10
11/12/2021 4:07 PM		Finally Friday, and we're feeling festive in Faribault!			281	2 2
11/12/2021 2:01 PM					206	0 1
11/11/2021 11:27 AM		Holiday memories are made during Winterfest in			8.6K	313 113
11/10/2021 4:54 PM		Calling all Cousin Eddie! You are invited to wear your			847	24 27
11/10/2021 1:08 PM		Thursday, December 2 will be the annual Window			123	0 0
11/09/2021 9:11 AM		Life is better with friends! Plan a girls getaway with			643	16 10
11/09/2021 9:04 AM		Bring your sled to the Sleds on Central event during			355	5 5
11/08/2021 1:06 PM		Alexander Faribault, the founder of the Faribault			7.4K	96 36
11/06/2021 11:12 PM					222	0 2
11/06/2021 5:40 PM		Mark your calendars for Winterfest in downtown			309	28 5
11/06/2021 9:54 AM		The Cannon Valley Farmers' Market kicks off their season			183	2 2
11/05/2021 8:04 AM		Cold days call for warm layers, and nothing beats			27.4K	525 365
11/04/2021 4:41 PM		Over 700 acres of river, prairie, and woods await			5.2K	53 124
11/04/2021 11:47 AM					196	2 0
11/04/2021 5:34 AM		Lizanne Lately put together a great list of things for you			798	34 27
11/03/2021 4:20 PM		As with every season of your life, every season of nature			13.3K	377 281
11/03/2021 11:46 AM		Local historian Susan Hvistendahl presents			131	2 0

**Visit Faribault - Tourism**  
November 20, 2021

Planning to do some hiking? Sakatah State Park is a short drive from Faribault! Spend the day exploring, then head to Faribault for great dining, drinks, and a show at the Paradise Center for the Arts!

Becca Hendrickson  
#OnlyinMN Explore Minnesota Tourism

**15,671** People Reached

**171** Reactions, Comments & Shares

151 Like 72 On Post 79 On Shares

5 Love 2 On Post 3 On Shares

5 Comments 1 On Post 4 On Shares

10 Shares 10 On Post 0 On Shares

**84** Post Clicks

14 Photo views 0 Link clicks 70 Other clicks

**NEGATIVE FEEDBACK**

5 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

**Post details**

**Visit Faribault - Tourism**  
November 19, 2021

Designed by the same person who designed St. Patrick's Cathedral in New York City and the Smithsonian Institution Building in Washington D.C., the Cathedral of Our Merciful Saviour in Faribault is a must see for history buffs!

Explore Minnesota Tourism  
#OnlyinMN

**15,672** People reached **383** Engagements **Boost again**

Boosted on Nov 15, 2021 Completed  
By Kelly K-facc

People reached **446** Post engagement **34**

View results

Theresa Wait Grimes, Doris Brinton and 47 others 1 Comment 31 Shares

Like Comment Share

**Performance for your post**

**15,672** People Reached

**89** Reactions, Comments & Shares

47 Like 41 On Post 6 On Shares

10 Love 9 On Post 1 On Shares

1 Comments 1 On Post 0 On Shares

31 Shares 31 On Post 0 On Shares

**294** Post Clicks

0 Photo views 158 Link clicks 136 Other clicks

**NEGATIVE FEEDBACK**

6 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

As with every season of your life, every season of nature offers its own unique beauty. Faribault is the perfect destination for a weekend getaway, and allows you easy access to the Nerstrand-Big Woods State Park (pictures), River Bend Nature Center, Sakatah Lake State Park, and more.

Casey Johnson  
#OnlyinMN Explore Minnesota Tourism

**13,288** People reached **658** Engagements **Boost again**

Boosted on Nov 8, 2021 Completed  
By Kelly K-facc

People 230 Post 174

**281** Reactions, Comments & Shares

229 Like 25 On Post 204 On Shares

23 Love 3 On Post 20 On Shares

19 Comments 0 On Post 19 On Shares

10 Shares 10 On Post 0 On Shares

**377** Post Clicks

55 Photo views 0 Link clicks 322 Other clicks

**NEGATIVE FEEDBACK**

6 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

**Visit Faribault - Tourism**  
December 20, 2021 at 9:00 AM

If you're in the Faribault area this winter, don't miss a chance to see "Jerry's Tree". Visible on I35 between Faribault and Medford, this illuminated tree is a special sight!

Julie Theisen  
#OnlyinMN Explore Minnesota Tourism

**55,236** People Reached

**1,418** Reactions, Comments & Shares

972 Like 139 On Post 833 On Shares

233 Love 23 On Post 210 On Shares

29 Wow 4 On Post 25 On Shares

108 Comments 6 On Post 102 On Shares

81 Shares 81 On Post 0 On Shares

**1,622** Post Clicks

601 Photo views 10 Link clicks 1,011 Other clicks

**NEGATIVE FEEDBACK**

10 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

visit\_faribault



## Instagram:

Followers 1273

Up 1.19 % from September report

