



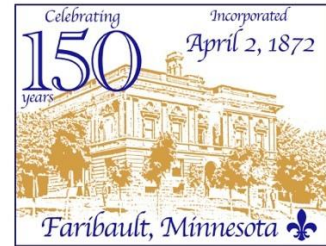
TOURISM COMMISSION AGENDA

PUBLIC MEETING ROOM

WEDNESDAY, MAY 11, 2022

4:15 PM

1. Call to Order and Roll Call
2. Routine Business
 - A. Minutes of Previous Meeting
 - B. Financial Report
 - C. Lodging Tax Collections
3. Requests to be Heard (3 min.)
4. Web/Social Media Report
5. Conference Update
6. Minne-Road Trip
7. Director's Report
8. Next Meeting Date: July 14, 2022 at 4:15 pm
9. Adjournment



TOURISM COMMISSION MINUTES

PUBLIC MEETING ROOM

MONDAY, MARCH 14, 2022

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:30pm by Miki Orr-Campbell. In Attendance: Miki Orr Campbell, Susan Garwood, Ashley Reller, Lesley Dudley, Heidi Nelson, David Campbell, Janna Viscomi, Kelly Nygaard and Heather Slechta.

Routine Business

Approval of the Minutes

Motion by Reller, seconded by Dudley to approve the February 14, 2022 Tourism Commission Meeting Minutes and carried unanimously.

Financial Report

Tourism Director Kelly Nygaard review the financials to date. Nygaard explained that the Co-op income was from the various billboard partnerships, including Vintage Escapes, The Depot, Redemption, Basilleo's 2.0 and Janna's Market. There are some website updates that are currently underway.

Commissioner Viscomi asked if there is any capacity known for 2021, or any data showing the need for another hotel. Nygaard stated that she can look into a report from 5-6 years ago to see. Viscomi stated that a market study should be done, Nygaard did not believe that the lodging tax dollars could be used to fund a study.

A motion to recommend a lodging registration be required for all short-term rentals was made by Viscomi, seconded by Nelson and carried unanimously.

Motion by Viscomi, seconded by Nelson to approve the Financial Report and carried unanimously.

Lodging Tax Collections

Tourism Director Kelly Nygaard reviewed the Lodging Tax Collection, she did not have the up to date numbers due to timing of the meeting. Nygaard noted that the total received in 2021 was \$110,793.13.

Motion by Garwood, seconded by Connelly to approve the Lodging Tax Collections and carried unanimously.

Requests to be heard – None

Web/Social Media Report

Tourism Director Kelly Nygaard reviewed the Web/Social Media Report. There were 2,942 users, 3,311 sessions with 7,181 pageviews. The average session was 1:21 with 2.17 pages/sessions. The bounce rate was again high at 64.42%, however, this should taper back to normal soon. Commissioner Orr Campbell ask why it changed in November and December, Nygaard stated that it has something do with the site, it does not hurt other than increases the bounce rate. The Barn at Crockers Creek dropped out of the top 10 visited pages, do, eat and stay all are in the top three visited pages. The Flannel Formal was in the top 10 this past month.

There are a total 3,316 “likes” and 3,522 “followers” on the Facebook page, of which 76% are female. The top posts included a post of the frozen Hidden Falls at Big Woods State Park, the Tilt-a-Whirl and the Faribault Woolen Mills. Quirky Places in Minnesota has also driven traffic to our pages. Commissioner Orr-Campbell asked Nygaard if she posted at certain time, Nygaard said 6:00 pm seems to be the best time for traffic to the page. Nygaard is creating a schedule of posts to make sure that certain areas are focused on and then adding events in as well. The Instagram page has 1313 followers, up 3.14% from January.

Minne-Road Trip

Tourism Director Kelly Nygaard informed the Commission that Karen from Owatonna resigned from her position. They have been invited to attend the Owatonna Home Show, however, the responsibility will fall on the Faribault Chamber, Staff are currently checking their schedules to see if they can attend.

Directors Report - Kelly Nygaard

Tourism Director Kelly Nygaard stated that they are going to focus on the summer traveler, fishing and outdoor activities. The Explore Minnesota Tourism Conference was held on-line, they are pushing marketing to “girl’s weekends”. Due to the state of the world, Europe travel plans have been canceled, people are staying state side again.

The Chamber bid on a couple of marketing packages at the conference and won; Star Tribune, Sunday Travel Section, full-color ad valued at \$5,000 was purchase for \$1,800 as well as a AAA Living Magazine 1/6 page ad in the travel directory valued at \$2,000 was purchased for \$600, AAA will also send an email list for follow-up.

Ethos will be hosting a conference, Buildings on Mainstreet, in Faribault, two blocks of rooms have been reserved for this event. A real estate one-day conference will also be held in Faribault. They have also applied to host a U of M Entrepreneurial Event/Conference.

Next Meeting Date: May 9th, 2022 at 4:15 pm, City Hall

Adjournment

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

Meeting adjourned at 5:09 pm.

Respectfully Submitted,

Heather Slechta
Assistant to the City Administrator