



MINUTES

JUNE 3, 2025

**CONVENTION AND VISITORS BUREAU
CITY OF COTTAGE GROVE
12800 RAVINE PARKWAY SOUTH
COTTAGE GROVE, MINNESOTA 55016**

CITY HALL COUNCIL CHAMBER - 7:30 A.M.

A meeting of the Cottage Grove Convention and Visitors Bureau was held on the 3rd day of June, 2025, at 7:30 a.m.

1. CALL TO ORDER

The meeting was called to order at 7:30 a.m. by Chairman Justin Olsen.

2. PLEDGE OF ALLEGIANCE

Chairman Olsen asked everyone to please stand and join him in the Pledge of Allegiance.

3. ROLL CALL

Chairman Olsen asked Alexa Anderson, Communications Specialist, to please do the roll.

Members Present: Justin Olsen, Chairman
Sarah Grecula, Director
Michael Haatvedt, Director
Tony Khambata, Director
Laurie Levine, Director
Erik Olson, Director
Chris Reese, Director

Members Absent: None.

Staff Present: Jennifer Levitt, City Administrator
Jaime Mann, Assistant to the City Administrator
Alexa Anderson, Communications Specialist
Phil Jents, Communications Manager
Courtney Pirsig, Communications Specialist

Others Present: None.

4. ADOPTION OF THE AGENDA

Director Tony Khambata made a motion to approve the agenda, Director Laurie Levine seconded. Motion carried: 7-0.

5. APPROVAL OF MINUTES

5.1 Approval of November 26, 2024 CGCVB Meeting Minutes

Chairman Olsen asked if anyone had any changes or corrections they wanted to make on the minutes.

Director Khambata made a motion to approve the November 26, 2024 CGCVB Meeting Minutes, Director Sarah Grecula seconded. Motion carried: 7-0.

6. PRESENTATIONS - None.

7. BUSINESS ITEMS

7.1 2024 Q4 and 2025 Q1 Lodging Tax Collection

Chairman Olsen said our Communication Manager, Phil Jents, will be speaking on this item.

Manager Jents thanked Chairman Olsen and the Board Members for being here. As Chairman Olsen said, we're here to talk about the 2024 Q4 and 2025 Q1 Lodging Tax Collections, and then a couple other pertinent items for the Board to be aware of.

So, before you are the 2024 Q4 Lodging Tax Collections and 2025 Q1 Lodging Tax Collections: The City collected a total of \$17,449 in Q4 of 2024 and \$16,469 in Q1 of 2025. In total, the 2024 Q4 Lodging Tax Collections was 13.5% over the 2024 Total Budgeted Revenue; the Food Truck Festival contributed heavily to that amount. Moving forward, you have the 2024 Lodging Tax and Revenue Collections numbers. Again noted there under Revenue Breakdown, you have Other Revenue, and that was largely the Food Truck Festival, which is, as you know, a very large, successful, and profitable event for the CVB.

On the next slide, when it comes to Lodging Tax and Revenue, we have a couple pieces of information that we think are very pertinent for the Board to be aware and hopefully good news: When it comes to Lodging Tax Collections, the City will be handing that over to the Minnesota Department of Revenue. There were a couple actions by the City Council not too long ago that has the City now handing over our Lodging Tax Collections to the Minnesota Department of Revenue, as this is a service that they provide to municipalities; I believe Woodbury is also another community that's engaging in this and has provided really amazing feedback about that system. Part of the reasoning for this is a couple fold: 1) When properties are delinquent in their Lodging Tax remissions, the weight and authority that a letter or enforcement actions from the Minnesota Department of Revenue has is far greater, with all due respect to the City of Cottage Grove, than the City going after properties to get those Lodging Taxes in order. 2) Additionally, it saves staff a ton of capacity and increasing efficiency and making sure that those Lodging Tax collections are here and on time. That will begin on July 1, 2025, which staff were very excited about. 3) The next thing is something you may have heard about, the Rentalscape Software from Deckard Technologies. Again, this will hopefully be improving efficiencies as well as overall Lodging Tax collections; this software gives us new and really incredible insight into short-term rentals (STRs) throughout the community, both ones that we know about and ones that are permitted and ones we may not know about and are not potentially permitted. So, this software scans through websites like Airbnb, VRBO, those are just the most well-known ones, to get us insight into those properties that exist out there in our City. So, this will lead ideally to better compliance for our unlicensed STRs and potentially increase our Lodging Tax collections.

With all of that, Manager Jents said I'll stand for any questions you all may have.

Chairman Olsen said thank you, Phil, excellent information there, especially as it relates to the Lodging Tax collection. I'll look to the Board, are there any questions for Phil on his presentation. None were asked, so Chairman Olsen said once again, thank you, Phil.

7.2 2024 Annual Report

Chairman Olsen said this is the 2024 Annual Report, and Courtney Pirsig, Communications Specialist, has this for us today. Good Morning.

Specialist Pirsig replied Good Morning, Chairman, Members of the Board. Today I'm going to go over the 2024 Annual Report with you, and you do have a copy in front of you as well.

So, for the 2024 Visitor Guide, this is our third publication, and we had 7,000 copies printed for about \$10,000; they were distributed to the Mall of America, Welcome and Visitor Centers in Minnesota, City Hall and the Cottage Grove Ice Arena also had them, and we sent them via mail if someone requested that on our website. We had six (6) paid advertisers, and we collected \$4,450 in revenue for that. In 2025, Chandlerthinks recommended that we do a smaller Visitor Guide, kind of streamline the information, and so we saved \$4,346 with our 2025 Visitor Guide.

For the website, we had about 32,000 users visit our website. Our top three pages were event pages, which were for the Food Truck Festival, Strawberry Fest, and the Holiday Train. Our monthly newsletter we send every month for subscribers, and we have about 2,900 subscribers. So, we have a scheduled workshop after this presentation to discuss options for website enhancements, so we'll go over that a little bit more after this.

We worked with various photographers again in 2024 and then also worked with TrueLens Community Media, which was formerly known as SWCTC, and we did 15 videos with them. We also are continuing to build a diverse library that represents all ethnicities and cultures.

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For social media, it's important to note that social media numbers always fluctuate and so they're very volatile and dynamic, so it's hard to explain why numbers go up and down sometimes, but this is kind of an average, just to give you an idea:

- In 2024, we reached 6% less users on Facebook; however, we increased our following by 8%.
- On Instagram, our reach decreased by 38%, but our follower and video count increased.
- Our most popular YouTube videos were "Pickleball in Cottage Grove," "Strawberry Fest," and "Life of a Hunter."
- Our Top-Performing Campaign: Get Out and Explore MN, One Family Fest, we boosted that one for about \$500 and saw about 114,000 impressions off of that.
- Our Top-Performing Video was just a recap video from the Food Truck Festival - That's a Wrap!, and we hit about 2,500 impressions on that one.

Our partners in 2024 were the St. Paul Saints, Cottage Grove Strawberry Fest, the Chamber of Commerce, Explore Minnesota, SoWashCo CARES, and Minnesota Monthly.

Our team engaged with attendees at four events: The Cottage Grove Chamber of Commerce Community Showcase, Community Night at the Saints game, Strawberry Fest, and the Food Truck Festival.

Speaking of the Food Truck Festival, we estimated about 8,000-9,000 attendees. We hosted 40 food trucks, 10 sponsors, and 17 marketplace booths.

Looking to 2025: So, we worked with Chandlerthinks, as you know, to develop a plan for the future, and we have a long list of things that we have put lots of thought towards; the ones on the screen are just kind of the ones that we've already started to implement, that have kind of gone past that brainstorming stage, so these items are currently in the works.

We are currently launching the "Bring a Friend" campaign, which is part of the Strawberry Fest initiative. We did a coloring contest for that as well, and that's just to encourage people who go to Strawberry Fest every year to bring a friend to participate in a tradition with them.

We also are doing Patio Week in July, so we have started reaching out to residents about that, and we'll talk a little bit more about that later in this presentation.

We plan to implement a Tourism Summit, a regular stakeholder meeting, or potential awards, so more to come on that.

We would really love to get out and attend other community events that are not in Cottage Grove, just to kind of promote the community in other cities.

For social media, we plan to focus on local series spotlights; for example, we've been trying to push our parks, giving people examples of what they can do in our parks, what they can do for fun, example itineraries, Date Night in Cottage Grove, that sort of thing.

Specialist Pirsig said with that, I'll stand for any questions.

Chairman Olsen said thank you very much, appreciate all the detailed information. Do we have any questions from the Board on 2024's Annual Report?

Director Grecula said not so much a question, but a comment: I think it would be really neat as part of the social media engagement to see some, you know, "Come spend a day with me in Cottage Grove" TikTok-style videos. I'm too old to make them, but I like watching those, and if you had some young people doing it, I think that would really grab some more engagement.

Specialist Pirsig replied yeah, absolutely, thank you, Director; Chairman Olsen said that's an excellent idea.

Director Reese asked do we know how much reengagement that we have through our social media, as far as people coming back to our site, or do we parcel that out or do we just know we have visitors and we don't really know if they're unique visitors that are coming back?

Specialist Pirsig asked do you mean with the website or social media? Director Reese replied social media. Specialist Pirsig replied we may be able to dig into that a little bit more; offhand, I'm not quite sure where those numbers are pulling from or if they're revisiting or that sort of thing, but we can definitely look into that, thank you. Director Reese said okay, thank you.

Director Khambata you had mentioned paying to boost the impressions on social media. Do you have like a comparison when you, like if you were to just post something vs. post it and pay to have it boosted, like what kind of difference in impressions you get?

Specialist Pirsig replied yeah, definitely. So, I could pull up, okay, for example, our Top-Performing Video only had 2,500 impressions, right? But say we boosted that, so we spent \$2,000 on the Food Truck Festival event, that got us about 162,000 impressions. So, it's not an exact science, but you can kind of tell that it definitely has more numbers when you boost it, for sure. You definitely get your money's worth in that sense.

Director Khambata asked are we utilizing search-engine optimization when we're like hosting?

Specialist Pirsig replied yeah, so, we do, but I will say aren't doing it as well as we could be, and that's part of what we're going to talk about with the website enhancements, because we get over 50% of our audience from SCO (Social Channel Optimization), and so it definitely could be better. Director Khambata said okay, thank you.

Director Levine said I'll just ask one more question on that. When you boost, what is the radius, miles; are you going out 25 miles, 50 miles, 100 miles, do you know? For like Strawberry Fest, I guess.

Specialist Pirsig replied sorry, I'm going to have Jaime come up and answer that for you.

Jaime Mann, Assistant to the City Administrator, replied it really depends on the event. So, with the Food Truck Festival, we kind of stayed to the metro area because we knew that our audience was pulling from that metro area. I believe for Strawberry Fest we extended the area of it further because for a multiday festival, your audience is a little bit bigger for that as well.

Director Levine replied, okay, thank you.

Chairman Olsen said I do want to follow up on the question about boosting our ads. This is coming from somebody who uses that function during campaign season, etc., I know that there's some micro-targeting tools that are available. I don't know how extensively we may be able to use those micro-targeting tools; but one of the things that I've always found helpful is let's say, for example, you're trying to target a specific age group or you're trying to target a specific user group, maybe it's pickleball players or something like that. Those tools seem to give you some leverage as it relates to that. Is that something that we're currently doing or considering doing in terms of, for example, One Family Festival, maybe we're targeting people who are sports enthusiasts because they do a lot of sports at the One Family Festival. I'm just curious if anybody can answer that for me, as far as the micro-targeting goes.

Specialist Pirsig replied yeah, I'm going to call Alexa up to the podium now. She is focusing on our social media now, so she can help you with that.

Alexa said Good Morning, Chairman, and Members of the Board, that is correct, we are currently utilizing that function, and we kind of take it per event and what that may look like. Recently, we were working on, for example, the Egg Hunt with our Parks and Rec Department; that was one that we really honed in on keeping it somewhat local, so we only went 20 miles out, but then focusing on those people who have children within a certain age group that would be attending an event like that.

Chairman Olsen replied good. It seems to me, in my limited experience, like that really helps you gain the most proverbial bang for your buck vs. just sort of throwing it out there and seeing what you catch. So, I'm glad to hear that we're doing that. Thank you very much. Alexa replied yes, thank you.

7.3 2026 Explore Minnesota Tourism Grant

Chairman Olsen said Phil gets back to the podium to talk to us about our 2026 Explore Minnesota Tourism Grant.

Manager Jents said thank you, again, Chairman Olsen and Members of the Board. The 2026 Explore Minnesota Tourism Grant is an exciting opportunity for the Cottage Grove CVB, and it's grant funding that was previously available to municipal Destination Marketing Organizations (DMOs) and the Cottage Grove CVB has successfully utilized this grant funding in the past. Unfortunately, Explore Minnesota recently removed that funding opportunity in recent years and only now just brought that back, which was exciting to see; albeit at slightly-lower levels than anyone would like, you'd always like a little bit more money or opportunity to get that, but nevertheless, it's good to see it coming back.

So the Cottage Grove CVB was eligible for up to \$2,000 in grant funding, they have different eligibility parameters around different types of DMOs. For our particular municipal DMO, we were eligible for up to \$2,000. It was a competitive grant opportunity that closed in late April, 2025, and the grants were funded on a first come, first served basis if awarded. So, given that tight timeline and those parameters, the City thought it would be prudent to submit an application in order to not miss this opportunity, and we were awarded the full \$2,000 for what we're branding a "Savor the Summer" online marketing campaign; that's going to be geared towards the Food Truck Festival, One Family Festival, or other late summer activities, and Chairman Olsen, your comment about targeting is certainly a good one. That would be one campaign where we absolutely would target a certain type of age range or a certain type of plant, if you will, like foodies that live in the greater Twin Cities area, for instance. Namely, this marketing will be, like I said, toward people who enjoy food opportunities, or foodies, if you will, in the Twin Cities metro area and who might be inclined to visit Cottage Grove for a unique Food Truck Festival or other fun dining options.

This grant has a 1:1 Cash Match, and the thinking behind this grant was that we already have budgeted marketing dollars that would normally be spent on marketing Cottage Grove, things like the Food Truck Festival, One Family Fest, etc. So, why not take those dollars and leverage them with this grant in order to double our marketing potential and potentially increase its impact. So, if

you're wondering hey, why didn't the Board hear about this grant opportunity earlier? Again, the tight timeframe of its first come, first served basis, competitive, once all the grant funds are awarded and they've reached the end of their funding pool, that's it. If you apply even within the window, you're not going to get any money, so we again thought it was prudent to not miss that opportunity and take marketing dollars we would already have budgeted and spent towards marketing these events and apply for that grant.

So, with all of that, I'm happy to stand for questions, and also, you have a Recommendation before you.

Recommendation: Approve the Cottage Grove Convention and Visitors Bureau to execute the grant agreement between Explore Minnesota and the Cottage Grove CVB.

Chairman Olsen said thank you, a really great opportunity for us. I mean, it's nice that they've brought this back, I know it's something that we utilized early on with the CVB. Any questions for Phil on this grant; I think it's pretty clear that we definitely want to move forward with this so I am seeking a motion to approve.

Director Khambata made a motion to approve the Cottage Grove Convention and Visitors Bureau to execute the grant agreement between Explore Minnesota and the Cottage Grove CVB. Director Erik Olson seconded the motion.

Chairman Olsen asked if there was any further discussion on this.

Director Khambata said when I was on Council, I always tried to encourage specifically, you know, there's a lot of parks grants, and I always tried to encourage going out for these grants. Even if we weren't going to score the highest score or whatever, because it's just every opportunity that we get like this is one more layer we can add to our approach. So, I would say good work, and thank you to staff for pursuing this. Chairman Olsen said absolutely, yeah, I echo that sentiment for sure.

Motion carried: 7-0.

7.4 2025 Events Update

Chairman Olsen said Alexa, welcome back to the podium.

Alexa replied thank you. Good Morning, Chairman, and Members of the Board. So, we're going to run through some of our upcoming events we have for the rest of the year:

- Strawberry Fest: Is just three short weeks away, running from June 19 to June 22. As mentioned previously, this year we are launching our "Bring a Friend" initiative; this is encouraging residents to bring friends from outside of the community to join in this beloved tradition within our community with us this year. This has been really focused on through our communications and will continue to be a large point of our communications going forward, as you'll see. *Discover Cottage Grove* will host a booth in the Strawberry Fields Marketplace this year, and following along with our initiative, we are bringing back our friend, Eric Dowdle. So, he will be there joining us, signing puzzles, meeting attendees, and greeting our talented Coloring Contest artists. Speaking on that a little bit more, we currently have 40 entries for our Coloring Contest, so we will be displaying all of those Coloring Contest entries at our booth, in a binder. We'll be inviting all of those coloring artists to come and see their art, meet Eric Dowdle, and then we will also be giving a certificate to the four finalists of that competition. As you saw at your seat this morning, we will also have those fun giveaways, including a drawstring bag, Visitor Guide, beachball, the color-changing cups, and then a flyer for our Food Truck Festival as well.

- Our 3rd Annual Food Truck Festival: Will be at Kingston Park on Saturday, September 13, and it will run from 11:00 a.m. to 6:00 p.m. At the festival, we will be celebrating one year of having the puzzle, so we will be doing puzzle sales and then also have those same giveaways that you had at your seat here this morning. More details and information regarding the festival, including the food truck lineup, marketplace vendors, and bands will come at the August Board Meeting.

- Patio Week: *Discover Cottage Grove* will be hosting its first-ever Patio Week; this year it's going to be July 13-July 19. This was a creative idea suggested by the Chandlerthinks team to create a food-centered week within our community to really highlight what we have here. As a team, we landed on Patio Week, and with the warmer weather in July, we thought that was very fitting. There will be one restaurant patio featured each day of that week.

Other Events: Fourth of July Fireworks, hosted by the Cottage Grove Lions, this will be on July 6, it starts at dusk at Kingston Park. The One Family Labor Day Weekend Event; Hometown Holiday, which will be on December 4; and then the Holiday Train for which we do not yet have a date.

With that, I will stand for any questions on upcoming events.

Chairman Olsen said that's an outstanding list of events, lots of exciting things coming up, thank you for that. He asked if there were any questions about the list of the events or any of the details around those.

Director Levine said I'll just make a quick comment on the Patio Week, that's fantastic, I'm super excited about that. So, anything the Chamber can do to help advertise that on our calendar, too, please send my way.

Alexa replied absolutely, thank you, Director Levine. Chairman Olsen said now that could be a lot of fun for sure.

Chairman Olsen asked if there were any other questions, but there were none; he said, all right, I do have a couple. First, with respect to the puzzle, and we have Eric coming back. I've seen a little bit of social media out there already about he'll be here and he'll be signing puzzles and what have you; will there be any other, I guess, interesting events that will feature him, per se, that Strawberry Fest is going to be doing as sort of a nod to hey, this guy's in town again, he's a big deal. Have they come up with anything that you're aware of that they want to do with him?

Alexa replied currently, in terms of Strawberry Fest hosting anything connected to it, we do not know of anything. We did center our Coloring Contest around the puzzle, so it has a "Bring your Friends" and also the puzzle kind of incorporated within the artwork itself. We will have him there signing puzzles as well, meeting with people, and he will be doing some promotion on his own page as well.

Chairman Olsen said it seems like an opportunity for them; I wonder if it would make sense to reach out to members of the Strawberry Fest Committee, whether that's the president, Lori, or I know some others like Erik Witt and Katie Tobritzhofer, and if you guys would like me to do that, I'm happy to do that. Just to plant the seed that he'll be here. I mean, let's find a way to keep him busy, but obviously, we have to also keep in mind his own personal desires and things. Phil, go ahead.

Phil said that's a great point, and I have been in communication with Strawberry Fest, multiple phone calls and emails, as well as attended a Committee Meeting; I forget when the last one was, where I brought the Coloring Contest, before it went out, to them to see what they thought and hopefully get some feedback from them as well. So, we've been in contact with Lori and with the Strawberry Fest.

Chairman Olsen said we do have a certain Council Member who tends to get pretty excited about Strawberry Fest, so that could be a leverage point as well, not that I want to mention Dave's name, but just to make it clear.

Chairman Olsen said the other thing I wanted to mention is I know some of you are aware of this, but the Mississippi River Valley Beyond the Yellow Ribbon team is organizing what they call a Ruck Run fundraiser the morning of the Food Truck Festival at Kingston Park. And this is one of those things that seems to be taking off, I'm seeing a lot of this Ruck Run fundraising going on in various communities; in fact, there was just a big one over the weekend here, somewhere over in Inver Grove and that area. I know that their intent is they want to bring people in for this event to fundraise for military families and veterans, etc.; but they're trying to time it in such a way where all the events are going to end right around 10:30, so that everybody stays because they'll be hungry after running with the rucksack on for the Food Truck Festival. So, there could be some cross promotion opportunities there, just wanted to mention that.

And then the last thing, and this is probably a little early, but we had a lot of trucks last year, a lot. What are we thinking this year? Are we going to be in the same general vicinity? Did we feel like maybe it was one or two, too many, or one or two, too few? What's the game plan?

Jaime replied thank you, Chairman, and Members of the Board, we did reduce our food truck count this year, so we're going to cap it at 35 food trucks. Applications are coming in, the committee has selected the 35 food trucks, I think we had 47 apply; so, I do have wait-list trucks if the some of the original trucks that were chosen drop out of the running, which happens quite often. So, we will cap it at 35 trucks for this year. The marketplace is wide open, so we have plenty of space available in the marketplace to add on this year.

Chairman Olsen replied outstanding, good, thank you. Well, hopefully, as the word spreads, more and more people will first of all, want to come as a vendor, and second of all, want to come as an attendee. That's great news, so we're off to a good start.

Chairman Olsen asked if there was any other feedback on 2025 events, there was none.

Chairman Olsen said the next item is a Workshop, Open to the Public, and this is our Convention and Visitors Bureau Website Discussion, which will take place in the St. Croix Room. What that means is we won't actually adjourn the meeting here, we'll adjourn it in the St. Croix Room. So, I'm going to give everybody just a few minutes to matriculate over to the St. Croix Room, where we'll reassemble and we'll go through this discussion. Once that discussion's complete, we will adjourn this meeting. With that, everybody can move over for the Workshop. Thank you.

8. WORKSHOP - OPEN TO THE PUBLIC - ST. CROIX ROOM

8.1 CVB Website Discussion

Phil said Chandlerthinks helped us with this process, and there's still a lot of recommendations for the CVB to consider. I say consider because while they were an excellent consultant, we're very happy with their work and their recommendations, but what they say is not gospel, right? We don't have to do what they say, they're a consultant, and we pay them for a recommendation, and so we consider those, but one of the things that we are considering is the website. One thing that we learned throughout that Strategic Planning process, and then even afterward, is while the website is a nice design and nice website overall, its certainly not getting a failing grade or anything like that, it is a great opportunity to think about either a refresh or at the very least, considering moving it to a different hosting platform. So, even the website as is, even if we change no design aesthetics of it at all, it is a little difficult to work on, on the back end; and so, for staff and for IT to make changes on where things are located and how things navigate. Its not the most user friendly, and its very cumbersome to keep updated regularly. As you know, as a DMO and as a tourism destination, fresh new content is very important, right? And, so, as things get more and more tired and out of date, it doesn't look so good for the overall image of our tourism image, for lack of a better word.

Also, we don't have the greatest insights into the website in terms of metrics. We can see traffic, we can see basic information, but again, that information is slow or difficult to come by and not perhaps what it could be in terms of there was a question earlier about kind of reengagement. I think that was around more social media, but who's coming to our website and where are they coming from, why are they there, how much time are they lingering on certain pages, those metrics can be tough to really get at. Right now, our website traffic is not so great, it definitely could be better, who's coming to our website and how much time they're spending on it. You'll see in the next slide it definitely needs improvement. So, with that, the overall design of the website, like I said is ripe for a potential refresh, and at the very least migrating it over to a new hosting platform would be I would consider a minimal improvement; so, even if we keep the website exactly as is but host it on our new platform that is easier to use and easier to update would certainly still be a step in the right direction. So, that's just some background for where we are today.

In terms of website analytics, you can see, just like I can, that it's a lot of red. It's not very exciting, with the exception of September, which miraculously didn't change at all. I don't know how that's even statistically possible, but it happened. As Courtney indicated earlier, over 15% of our traffic is coming from SEO (Search Engine Optimization) and keywords. One of Chandlerthinks' recommendations that we almost certainly will be moving forward with is improving SEO functionality. When you Google weddings in Minneapolis, does Cottage Grove come up? Does the CVB website come up? Now, obviously, we're not in Minneapolis, we know that, but for those that might be looking for a unique venue, say a farm location or River Oaks, they may be interested in some of the wedding offerings that we have here in Cottage Grove. So, a lot of room for improvement in terms of traffic, a lot of room for improvement in terms of SEO, and part of why we're here discussing the website is some of that information there.

So, when looking at other websites as inspiration, you know, why not look to other DMOs, what are they doing, what's working well for them, what looks nice, or what doesn't work very well. We went out and looked at a lot of them, I have a few website examples that I'll pull up here, but we looked at a lot more; we have about two full pages of notes of different DMO websites out there in the world, mostly Minnesota, but some across the country, like Asheville. So, while you're not going to see all two pages of websites that we looked at, we have a few here. Our intent is not to show you, hey, we want to have Asheville, North Carolina's website, it is that there is something in that website that has a design element or a feature that we really liked, that we thought we could bring over to here, at least for consideration.

And so in the case of Asheville, what we really liked is this is the main home page, so right when you go to Asheville's website, you see right off the gate they are a full-year destination, 12-month destination; they have summer, fall, winter, and spring categories right in front of your face on the home page, which to my eyes says to a casual visitor, there's something for me to do here, no matter what time of the year it is. Cottage Grove's obviously an all four seasons destination, so we thought that was very interesting. Another thing that's very interesting about this, in addition to showing you right off the bat that you have something to do here no matter what time of the year it is, is it almost forces you to engage in the website right out of the gate. I see I've got summer, fall, winter, and spring as options of things to do in Asheville, I want to click on one of those; I have a trip that I'm thinking about going in spring, and I want to click on spring and see what's going on in Asheville. So, right out of the gate, I'm thinking there's a lot to do here, and I'm now into the website, into the inner workings of it and into the itineraries that they have built in, and we thought that was really interesting.

Next is Albert Lea and there again, the main home page is very pleasing to look at, a very nice image, very high-quality image, which we liked. But in addition to that, the thing we keyed in on is just their global navigation at the top. So, you see we're hiring, community calendar, monthly email, outstanding senior, but right in the middle is their logo; so, very prominent branding, very easy to identify who they are and what their branding and imagery is, and then literally, I don't know a heck of a lot about Albert Lea. I look at that photo and go, that's the kind of place I might want to go, who doesn't love a Saturday on a pontoon on a lake, right? So, just very pleasing imagery, and then again, the logo branding is very nice in terms of how they have the navigation set up.

Park Rapids, and again, going back to not that we want our website to be Asheville's or Albert Lea's or Park Rapids', but elements that they have in there that we really enjoyed, that we could beg, borrow, or steal from. Park Rapids, this is not their home page,

this is one of many categories that they have for itinerary builders, so this one happens to be Sports and Recreation, there are many others, different categories; what's really neat about this one is as you go through and look at, I'm a kayaker, I'm a biker, I'm an outdoor enthusiast, right? I go in and look at their camp wilderness, Itasca adventures, all of the different things they have listed there, anything that I like, I click that little heart on the top right of the image there, and on the far right, where it says Plan with a little heart on top of it, when you click that, it builds the itinerary of all the things that I just liked. So, now I can see and I can start planning out my Friday, my Saturday, and my Sunday, etc. I can save that itinerary, I can share it with others, very interactive, very easy to use, it was an intuitive way of building an itinerary, which we really liked.

Phil said so if, strong emphasis on the word if, we do anything to change the website, we thought it prudent to look at general cost estimates. Of course, these are estimates, they could change, based on hard quotes from vendors or anything like that, but to move our existing site, like I said earlier, keep it completely as is, in terms of the design, but move it to a new platform, while that seems simple, they do actually technically have to completely rebuild the website, but just keeping the design aesthetics. That's just how that works to move that over to a new platform. So, you may think, well, that's not very expensive, that won't take very long, but actually you are still building the website if that makes sense; and, so, that estimate is roughly in the range of \$5,000-to-\$10,000. For a full website redesign on a new platform, so again, we're going to completely overhaul how it looks, how it navigates, where things are located, and host it on a new platform, you're looking at a slight increase of about \$7,000-to-\$12,000 total. Again, those are estimates, just for the sake of conversation, those aren't like hard quotes.

If we were to move forward with anything, any changes to the website this year, we have looked at potential unspent marketing dollars, approximating up to about \$10,000, or savings from printing costs; Courtney mentioned earlier the Visitor Guide in 2025 was a little smaller and streamlined, and we saved a little over \$4,000, I believe, on printing costs alone for that. So, those savings, again, approximating up to about \$4,000, are some potential funding sources if we move the website to a new platform or completely overhaul it. That is part of why we're here; as you can probably read between the lines, there are essentially three options with the website:

Option 1-Do nothing, leave it as is, keep the design; obviously, we can still update the content, we can write new blogs for it, we can write new itineraries, we can create new images, we can do all sort of fun and cool and creative things with the website to keep it updated and keep it fresh. Essentially, that's business as usual, that's kind of the status quo option.

Option 2-Keep the design but move it to a new platform.

Option 3-The full redesign, again changing aesthetics, all sorts of different things, and moving it to a new platform.

Phil said with all of that, those are our options, and we'll leave it open to questions or discussion.

Chairman Olsen replied, all right, I see hands; before we move forward, I was remiss earlier, I should have done this and I didn't. We have a new addition to the Board. I don't know how many of you know Michael, but Michael is brand new today to the Board. He is a member of the Cottage Grove Lions Club, in fact, he's one of our Vice Presidents, we have two, so we have a first and we have a second. He's a Cottage Grove guy, obviously has some fashion sense. So, what I'd like to do is just go around the room real quick and let everybody introduce themselves briefly so Michael knows who you are, and then Michael, when we get to you, maybe you can spend a minute giving everybody your bio as well. I'll start to my left here with Director Khambata.

I'm Tony Khambata, I've been on here since December, and I was previously on the City Council, and prior to that, I was on the Planning Commission; and I've been spending time with Laurie for I don't know, 10 years now, in some capacity, so between Strawberry Fest and that, trying to help out. And then I'm a real estate broker, so I'm with RE/MAX, right here in town, so I thank Justin and Sonya for getting me involved.

Erik Olson, a 20+ year resident in Cottage Grove, I'm also a member of the Cottage Grove Lions. I've been on this Board approximately 16-to-18 months and enjoy it, and I see the growth; we're growing and getting stronger with some wind in the sails, so I think you joined a good team.

Michael said well, yeah, so thank you for having me and appointing me to this. I just look forward to working with everybody. You know, as part of the Lions, it made me also appreciate the community, appreciate who and what the community is, and that's what got me involved. I really like, as I stated earlier to some of you, doing a lot of things with being a Reserve with the officers here as well; that's rewarding by itself. Part of the Lions I first got involved with, and then the Reserves, and now here, but I love giving back to the community, I love just being a part of things. My background is in hospitality, I'm a foodie and I love it, and you know, I owned a bar and restaurant in Hastings; that was fun for a while until COVID hit, and then, you know, I left that behind. But that's what brought me to this, and again, being part of something of this caliber is rewarding, it gets me back into my hospitality field, so it just makes me feel good. Chairman Olsen replied good, well, welcome. Michael replied thank you.

City staff introduced themselves, as follows:

Phil Jents, Communications Manager

City of Cottage Grove Convention and Visitors Bureau

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Becca Bair, Administrative Specialist

Courtney Pirsig, Communications Specialist, but I focus kind of on the graphic designs

Alexa Anderson, Communications Specialist, and I focus on social media

Jaime Mann, Assistant to the City Administrator

Jennifer Levitt, City Administrator

Chris Reese, almost 30-year resident of Cottage Grove. I spent about a decade and a half on the Planning Commission and did other things and they escape me, I'm getting old. My background is Marketing and Public Relations, so Justin recruited me, brought me out of retirement.

Sarah Grecula, I think I've been on this Board for about a year and a half, as my first official Cottage Grove thing. I've been in the City for 9 years, and I'm a Business Analyst as my regular role.

Laurie Levine, I'm the President of the Cottage Grove Area Chamber of Commerce. I've been a resident here for 35 years. I've been a part of this Board since it started, and come this summer, all 5 of my grandkids will be raised in Cottage Grove, so I'm very excited, yeah, really excited to have that happen.

Chairman Olsen said you guys all know me.

Chairman Olsen said Phil went through some pretty interesting things. Chris, I saw you had some comments you wanted to share. Director Reese replied yeah, I forgot already.

Director Khambata said I have 3 questions: 1) Do we have to go out for an RFP if we change platforms, or is that a decision we can make just at our own discretion? Phil replied based on my research, it looks like we have to get two quotes to do Options 2 or 3; obviously, with Option 1, we don't have to do anything. 2) In researching platforms, were you able to obtain feedback from other end users as to which one might have the best functionality for what we need? 3) Obviously, there is like an opportunity cost and a monetary cost to making this transfer; do we have kind of a standard or a metric for if it's successful, if we're getting our money's worth, or what's our exit strategy if it, too, doesn't kind of net us the result we want?

Phil replied Chairman Olsen, Director Khambata, really great questions. To the second question on platform, one platform that we as staff and IT are particularly interested in is the Wix platform. It's very user friendly, very easy to use when it comes to updating the website, I mean, about as foolproof as it gets. Obviously, there are certainly others out there, and your question about end-user feedback, mostly that's been internal end-user feedback, people who are familiar with the Wix platform, who are currently on staff. We've not gone out, you know, and say asked Woodbury or Inver Grove or whoever else, what platforms are they using and how do they like it or not like it. It's something we certainly could do, and if we were to go forward with Options 2 or 3, that's something we would want to seek that feedback, for sure. Director Khambata replied okay.

Phil said I'm sorry, and the third question on how it's successful. I think there's potentially a couple answers there, and the first being the platform question, right? So, it's a little less concrete in terms of data, it's more like user experience; is it easy to update the website or isn't it? Right now, it's not, and if we move it to Wix or some other easier platform, and all of us are making updates and it's a lot easier and quicker and more snappy, then that would be a measure of success for me that anyone, ourselves included or excluded, could come in and work through the website on the back end and have a good experience, an easy experience.

The second measure of success would be like website analytics, right? Are all of those reds going up, or are they staying the same or are they getting worse? Obviously, we wouldn't want them to get worse, and, you know, crystal balls are crystal balls. I can't guess any better than you all can that a new website is going to all of a sudden turn all those numbers green in 6 months. You know, we do our best to put our best product forward, and I guess the question is, is the website right now the best product that's being put forward?

Director Khambata said and then, actually, I have one more question. So, looking at the budget for 2024, it looks like we landed at like \$137,000 in Expenses and \$112,000 in Revenue. I know part of that is we're trying to predict what the incoming revenue is going to be; we have a little bit more control over the Expense portion, we saw a lot of success with some of our events, like the Food Truck Festival. When we talk about savings from last year, is that money that's still rolled in and budgeted for this year that we can basically kind of defer to this project, or is that going to show up as a \$12,000 red line at the end of the year, where we're kind of like above and beyond what our budgeted projections are?

Phil replied I'll look to City Administrator Levitt or Assistant to the City Administrator Mann to correct me if I'm wrong, but those savings, part of why I listed the language, you know, potential funding sources this year I think is the answer to your question. Again, I'll look to them to correct me if I'm wrong, but those savings then we've got either from the printing costs from the Visitor Guide or unspent marketing dollars; that would be the opportunity this year with those funds.

Director Khambata said yeah, that's the way I interpreted it, is it's money that we already have budgeted, and we would defer it for this project, or as you said, unspent marketing dollars; so, rather than going to something else, it's going to go to this.

Phil replied right.

Director Khambata said but I was kind of wanting to clarify that it wasn't going to be like an extra burden on the budget for us to do this.

Jaime replied correct. I would say the one unique thing about the Visitors Bureau is we have funds that were leftover from previous years that have rolled into this year, so those always remain in our budget as well to cover if we have some additional expenses, too. I don't know what the number is right now, off the top of my head, but it is unique about the fund.

Director Khambata replied okay, good; Chairman Olsen said that's good feedback, thank you.

Director Levine asked what platform are we using now? Phil replied I believe it's WordPress.

Director Levine asked is WordPress on here, which Phil confirmed. Director Levine said okay, and then this website originally was designed by was it Sievers Creative? Phil replied Sievers is who's hosting it, yeah.

Director Levine asked so they do host it, but you're all updated and that now, right? We're not doing any marketing with them anymore; I mean, they're not doing anything with the updates now, right? You're now doing that inhouse?

Phil replied correct. I'll look to my colleagues if there are other updates that Sievers has to make.

Jaime replied we actually have 2 updates per month that they will make for us; we do pay them \$140 a month to host our website and do that. We have been lacking in getting reporting from them, though, over the past year or so.

Courtney said but they're quick to respond. If we reach out, they will provide that information, they just don't do it regularly.

Director Grecula asked if you got one of the, like the Wix platform, would that free up any IT time? Would that make it so user friendly that Communications staff could make updates without needing to use IT staff? Because I know usually they're a scant resource in most places.

Phil replied I think the answer is yes. I mean, I don't want to sit here and say like all of a sudden IT is going to have all these hours of free time, like I don't think it's, you know; I think the shortest answer is yes, it would help out a lot. Alexa, myself, Courtney, Jaime, Becca, any one of us could go in and make those updates pretty quickly and easily as opposed to bothering IT. Obviously, they're great to help and they're a great resource, but we'd be able to do those lickety-split, you know, we could discuss an idea and have it up on the website later that day; and IT is busy, they're great but they're busy, you know, and it depends on their ticket workflow of where we land in the queue when we ask them for help.

Director Grecula said so, it sounds like you'd be a lot more nimble if you could; Phil replied correct. Chairman Olsen said snappy is the word I heard.

Chairman Olsen said Chris, did you have something?

Director Reese replied yeah, I remembered. Well, it's kind of piling on that, what kind of content opportunities are we missing out on now because we're not able to post content quickly?

Phil replied I think, you know, as we look to get new photography, new videography, blog posts, and then I think the question is more about content, but in my mind, it's both content and functionality. You know, right now the website is good, you know, I don't want to act like this is some terrible, terrible thing; but when you look at itinerary builders and getting people in the mindset of what can I do in Cottage Grove, I think right now, with all due respect to Cottage Grove, it has a branding problem right now. It doesn't really know necessarily what it is, or at least our marketing doesn't necessarily have an identity. And if I can go on to our website and very quickly and easily see that content or build that itinerary and see that there are things to do here, then I think that's the opportunity there. In terms of content and what we're missing, I will maybe look to my colleagues, as you've had more time working on the website than I have, and what you're not able to do now, or at least it's cumbersome to do now.

Courtney replied yeah, so, I would say our calendar is one of our highest-visited pages, and right now, it's not as populated as it should be because it's very time consuming to add an event. We have to go searching for them, and then add them in, and then add the SEO, and then the photos. Like, it's just not user friendly, the photos are not great, that sort of thing. So, when we talked internally about what could we do to upgrade our website, the calendar was a big one, focusing on that, because that's what people are looking at, really. So, that would be a big one for content.

Chairman Olsen replied don't forget TikTok videos. Sarah said it sounds like she wants to be a part of them.

Chairman Olsen asked, Chris, do you have a follow up?

Director Reese replied, oh, yeah, I wrote down lots now. But as part of that, with the new website, would there be more opportunity to do like community content creators to add in and connect with? More engagement, whether it's through blogs or connecting with our Facebook; you know, we've got like 5-or-6 different Cottage Grove Facebook pages that do have actually pretty big followings. Would we have interest in allowing content creators from the community to participate?

Alexa replied yeah, we loved, when we were looking at other websites, kind of linking like an Instagram at the bottom; so like if they hash tagged fishing on our fishing page, we could have all of these fishing Instagram photos that people have posted in Cottage Grove, something like that.

Phil said and we did look at a website that has that; Alexa replied yep, so right now, we're not able to do that.

Chairman Olsen replied as long as we monitor it; Phil replied right, yes, that's right. Chairman Olsen said there's the potential for malfeasance there.

Jaime replied one other thing we looked at was having a kind of locals feature on our website, where it's the local's favorite things to do in Cottage Grove and things like that, so we could get local people involved in this.

Member of the board said and that builds on that "Come Spend a Day with Me" idea that you have, which I think is a great idea; and then Director Reese, to build on your point, I mean there's a ton of local Twin Cities, you know, food influencers among other categories that we could potentially partner with and have content on our website.

Director Grecula replied I love that idea. I've always thought we could get even like some high school kids in exchange for having their work on the website with their college portfolios to make it more appealing to the youth, and I would assume, I loved your idea of content creators. I assume we have some people here that do this professionally, there's somebody that lives in my neighborhood that's a host on Twin Cities Live, which I think Cottage Grove has used her a little bit; but we could probably leverage the citizens that already have platforms a little bit more.

Director Khambata asked in terms of redundancy, if we migrate to like the Wix platform, there's more than one person on staff that can efficiently navigate that site, right? So, it's like if we have turnover, or somebody takes a new role, like we're not leaving that vital task unattended, right?

Phil replied correct, and that's one of the reasons why I mentioned we turned so heavily towards Wix is everyone right now in IT, you know, they get a big smile on their face when we talk about Wix, because they know it and they like it, and they're very familiar with it, same as our own staff, so, yeah.

Chairman Olsen asked are there any other questions, thoughts, or concerns?

Director Haatvedt replied well, Wix, I have experienced that, my daughter has experienced that; she's been working with Wix on her own website, I don't know, since 13 years old, and she loves it. She's a singer, songwriter, and she has her own website with them, and she has fun with it. I mean, it's very user friendly, so, on that note, I just wanted to give you a little background.

Chairman Olsen said Michael's daughter is amazing, by the way. She's like a what, 15, 16-year-old college kid?

Director Haatvedt replied yes, she's just graduating from Park, coming up in a couple days; two years earlier, she started college when she was 13. Chairman Olsen replied she's a singer, songwriter, she's incredible. Director Haatvedt said she's graduating and now she's going to Nebraska, so, they leave your hands really quick. Chairman Olsen replied yeah, she definitely takes after her mother, for sure. Director Haatvedt said I don't know if it's babysitting from afar or, but we'll see.

Chairman Olsen said so, my piece of feedback, echoing much of what everybody else talked about, was integration. If we're going to do this, is there an opportunity, then, to work with the other various nonprofits and clubs and different things in the community? Because when you think about *Discover Cottage Grove* and Phil, you mentioned we have a branding problem, I always come back to people, I always come back to the great thing about our community is the people and all the different things that the people of our community get involved with and that spirit of volunteerism. You know, how do we engage visitors in that? I'll tell you a quick story about that: We were at ICSC a couple weeks ago, Tony was with on that trip, and we met with a group of people who work here in the Twin Cities, one of whom is a Cottage Grove resident, and they were asking about Cottage Grove, tell me about Cottage Grove, tell me about it. As we started talking about it, the one lady's like, oh, my God, I have goosebumps. She's like seriously, that's your community? Yeah, that's our community. We get involved, we help each other out, we have all these different events that we do. When we do the Park Hall of Fame, it's full, everybody comes; that doesn't happen in Woodbury, that doesn't happen, you know, East Ridge doesn't even have a Hall of Fame. When we do golf tournaments, all the various agencies come together and help each other out, and when we have the Holiday Train, it's a massive event and those kinds of things. That is such an important element of who we are as a community, and so, if there's a way to integrate and layer in some of when you *Discover Cottage Grove*, think about not only this event, but who's going to be at that event; and introduce yourself to the Lions Club, Lions International is the largest organization of its kind in the world, and when we go places, we actually take pictures of other Lions stuff, we call it Lions Tracks, and we send it up to our local group. But we're always looking to introduce ourselves to other Lions and trade pins and things like that, and you'd be amazed, it sounds geeky, but people do it and it's a big deal. So, anyway, if you think about this integration, I think what you're looking for from us today is what do we want to do? So, my question would be this: Option 3 seems to be what you'd like, but can we afford it?

Director Reese said can I ask a question off of that? Chairman Olsen replied go ahead, yes. Director Reese asked, so, the \$7,000-to-\$12,000 for a full redesign, is that inclusive of, if we just did the relaunch, you had the \$5,000-to-\$7,000; if we did \$7,000-to-\$12,000 is that on top of, or is that just?

Chairman Olsen replied no, that's the net. Director Reese replied okay.

Chairman Olsen asked if there were other questions.

Member of the board said my comment is this: If we have this vision of Option 3, I would be in favor of it, and here's why: It's a multiyear investment, we're not going to change this every year. So, when you advertise it over X years, whether that's 3 years, 5 years, if it's really, really good, it'd be 8 years, but technology changes, we all get that. But it's not a 1-year charge right here, it's just not, so, I think we need to look at that as a multiyear investment. The other thing is if we want to truly be honest and compete, maybe not with Asheville, North Carolina, but with Albert Lea, Park Rapids, Albert Lea's population, you know, is 20,000 or 25,000, Park Rapids is certainly smaller; we're a nice-sized community, I think we deserve to invest a little money in an upgraded, competitive website. And if it's more snappy or more nimble, that's what the young people want; they want something that's quick, easy to use, seasonally it changes, right? So, you could have your quarterly seasonal summer, fall, spring, etc., and seasonally, things do change, events in town change, monthly, and adding on the nimbleness I think is well worth the money. So, that's my two cents.

Director Khambata said yeah, I would agree. I think for my vote, I would go Option 3 because, again, we've got some cost of making the migration anyway. We might as well have the website we want, rather than just copying and pasting, and we've already identified some shortcomings in our current design. So, I think if we're going to go that far, we might as well just get the full package; and like you said, advertising it out over the next 3-or-5 years, I think it makes sense. Additionally, if our current platform is slow and clunky to use, there's an opportunity cost we're missing out on, updating the calendar and adding a last-minute event, or whatever. So, there are some costs that are hard to quantify with staying with our current setup, and so, I think we have to consider that as well. Lastly, every time we have a meeting like this, I count how many people are in the room, and it's like our meeting today has accounted for like 22 manhours, right? So every time we ask staff to do something and you have to put somebody on that, you know, that's a 3-hour, 5-hour, 8-hour manhour task. By having a platform that's easier and more functional, it's going to save time in the long run, and we're going to recoup that, whether it's the City or the Bureau directly, we're going to recoup that one way or the other over time.

Director Olson said my last super-quick comment is if it's a 3-foot putt, and we've already got 1-foot solved; we just saved \$4,000 with the books, right? So, I mean, a third of it's right here and that's a lot of money, \$4,000.

Director Reese asked do we, I think I heard we can get some reporting on ours. Do we have a, can we get an idea of who's going to our website just by demographics? Phil replied yes, we definitely can. Director Reese asked and then, when looking at doing a full relaunch of this, do we have an idea of how long it would take; and is there any event that we could do that relaunch around, whether it's the Food Truck Festival or the Holiday Train, or whatever, where we can? Chairman Olsen replied we've got to do the RFP first. Director Reese said well, I know, but I'm just throwing out, you know, what's going to be the length of time? So we don't just say, okay, well, on February 12th, we're going to do a relaunch, and that's like big deal. Chairman Olsen said yes, strategically, how are you going to frame it?

Phil replied and I can tell you right now, while a much different-sized beast, the cottagetrovemn.gov website is in the middle of an update right now, and that will take about until late summer or September to complete. So, it does take time, and then there is obviously quotes we've got to get, and so on and so forth. So, in terms of timing, you can bet at least a few months.

Chairman Olsen said good. Any other feedback?

Director Olson said one question, it might not be doable or appropriate, whatever, the website; if we become more nimble and snappy, is there an opportunity, seasonally maybe, to add advertising as a revenue source? I don't know if that's a taboo subject, it's just an idea and a question, I'm naïve.

Phil replied I will admit, Director Olson, I am as well. I don't know the answer to that.

Director Olson said let's just say a restaurant in town wants to throw some money at us, but of course, they get a nice pop-up ad in the summer or in the winter, what have you, maybe the Cottage Grove Ice Arena, I'm just spitballing. Maybe the Lions, maybe the Lions want a pop-up ad because we have an event.

Phil replied in addition to the question of can we or can't we, which I don't know the answer to and I'd be happy to follow up on that, there is still a question of website user experience; people hate ads, and that's not necessarily a reason to do them or not do them, because certainly there's a cost to them and there's a value to them.

Director Olson said that's why I'm asking, I'm naïve to it. Chairman Olsen said one website had so doggone many ads on it, yeah. Director Olson said I'm very naïve to it, I just think, you know. Chairman Olsen said it's a fair question.

Phil replied for sure and in terms of the can we, it's definitely a fair question that we can follow up on.

Director Grecula said I think there's a tasteful way, too, like if you want to go to a museum, and you click like recommended places to eat, I've always assumed those restaurants are paying the museum to be on their recommended.

Member of the board said and tasteful is a good word for it. Board member said just having a page like that, instead of pop-ups, you know; it's nothing against pop-ups. Chairman Olsen said but a sponsored ad, I mean, you see it on Amazon all the time.

Director Levine said well, I'll say as far as the timing of this, I think it's fantastic. I'll say we, as a Chamber, do a website refresh every 3 years; it's with our agreement with our Chamber master platform. So, and this one we've had more than 3 years, right? We've had it since the start, so I think it's a great idea. And the other thing, as far as the ads, on ours we just do the banner ads, which is the one on each page, but we have incorporated with our sponsorships; we have added you can have 90 days worth of your banner ad or whatever, and that is fantastic, people love that. So, if you're looking at different sponsorships for food trucks and things like that, I'll say some of our companies like that more than anything, and they provide the ad; you know, we give them dimensions, you provide the ad, and you get 3 months or 6 months, whatever that case may be of your ad on there in the banner ad, and it goes a long way. So, something for us to think about as we're building out sponsorships, we can review that.

Chairman Olsen said this is just dialogue, but good and fair questions to ask ourselves. He said it feels like the consensus is Option 3, am I wrong? Are you guys comfortable with that? All Directors indicated they were.

Chairman Olsen asked is there anything else that you need from us today? Phil replied no. Chairman Olsen said all right. With that, I'll seek a motion to adjourn.

9. CVB COMMENTS - None.

10. ADJOURNMENT

Director Olson made a motion to adjourn; the motion was seconded by Director Hotvett. Motion carried: 6-0 (Director Khambata left at 8:45 a.m.) The meeting was adjourned at 8:48 a.m.

Respectfully submitted,

Phil Jents, Communications Manager

/jag