



**St. Joseph Convention and Visitor Bureau
Monday, Jan 13th, 2025
9:00 AM
St. Joseph City Hall
75 Callaway St E**

1. Call to Order
2. Agenda Review and Adoption
3. Old Business
 - a. Sponsorship idea (from 2023)
4. New Business
 - a. Upcoming items and events
 - b. Formalization of CVB items
5. Other Business
 - a. Misc. Development updates
6. Adjourn

Join Zoom Meeting

<https://us06web.zoom.us/j/85325077132?pwd=ugxkVRUruE8b0Zbb0nG0GFPXSwZZ4a.1>

Meeting ID: 853 2507 7132

Passcode: 627760

12/09/24 CVB meeting notes

Member Attendance – Nate Keller, David Murphy, Peter Gillitzer, Mary Bruno, Ray Sjogren, Ann Riesner, Melissa Blenkush, Rick Schultz, Andrea Scepaniak,

Shop Small Crawl Recap

- Pia highlighted some numbers from the Market which included: peak time of 11-2 for sales, the Wed. before thanksgiving was a record for sales, below the peak of 2021 but 2021 was fluky given it was coming out of COVID, big box stores are promoting more and more online sales,
- Mary also provided recap: colder weather this year but likely didn't play much of a factor, record number of punch cards collected (around 170ish), overall pretty comparable to past years minus 2021

Billboard Pricing

- Group discussed different options for continuing Billboard advertisements for the rest of the year
- Consensus was to do 1 spot @ \$125 a week where ad plays every 60 seconds. Total cost would be \$6500.
- Keller went over the CVB budget numbers. There is a little over \$3000 left this year
- Consensus was to move the request forward to the EDA. CVB would propose the request to the EDA as a match. Half the total will come from leftover CVB funds from this year with request to EDA being \$3,250.

Winterwalk

- Ann mentioned that Marshall provided recap that 110 volunteers were at event, 30 sponsors, and close to 1,000 attended the tree lighting ceremony

Snowfest

- Rhonda provided overview. No game crawl this year

Joetown Promotion of merchandise

- Pia asked how the merchandise was being promoted and if the group could do anything more to promote

Joetown Blocks

- Brief discussion on some upcoming planning. May have more kids' activities next year
- Event will be on June 8th

Explore MN

- Schultz mentioned that the Chamber could be eligible for additional funds
- Ann and Mary are planning to meet with Chamber. Nate mentioned some discussion he had with Chamber President.

Adjourned at 9:58 AM.