



**St. Joseph Convention and Visitor Bureau**  
**Monday, Feb. 10th, 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 discussion
  - b. Upcoming events
    - Joetown Blocks Sunday June 8th
4. New Business
  - a. CVB Ordinance Review
5. Other Business
  - a. My Town Series - updates
  - b. Misc. Development updates
6. Adjourn

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Join Zoom Meeting

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

Meeting ID: 853 2507 7132

Passcode: 627760

## **Joetown Blocks**

### **Sunday June 8**

- car show
- musicians
- food vendors
- Participation from all CVB
- Boy Scouts clean up
- Beverage/walk-about
- Electrical hook-up
- Kids events
- Sponsors???
- Fire Dept Water wars

## 1/13/25 CVB meeting notes

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

### Update from Mayor Scepaniak

- Scepaniak announced an update that CVB member Ray Sjogren will no longer be on the CVB

### Chamber update

- Chamber President Drayden and Ex President Joe introduced themselves
- Questions were asked on the free little pantry installed outside the food shelf building

### Upcoming events/ideas

- Snowfest on Jan. 25<sup>th</sup>
- March 15<sup>th</sup> Pub Crawl
- Disc golf tournament over the past weekend

### Sponsorship idea

- Keller recapped some background on the idea of sponsorship for the CVB. This topic was brought up a few years back and is included in the Strategic Plan as a way to potentially increase the budget
- Purpose is to expand the budget and allow for increased opportunities of promotion/marketing while allowing choice for businesses and clear expectations
- Sponsorship would be offered at various tier levels and the higher the tier the more the business gets. It will be critical to define the tier and how much each sponsorship level is.
- Next step is to begin discussions and drafting of a policy. Keller suggested setting up a sub-committee of folks who can help put together the policy and define the parameters. Nate, Lori, Carmen, Kelly, Mary, Aaron, Peter, Leslie, and Ann all volunteered to be on the committee. The committee will meet on Jan. 27<sup>th</sup> @ 9AM.

### CVB Director Job Description

- Keller to work with Mary on creation of a CVB Director Job Description. Currently one does not exist for the role. This will provide guidance and define the boundaries of the position in turn providing for greater clarity. Goal is to have the role defined and job description adopted

### Development updates

- Keller updated group on Short-term Rental Ordinance, and Boutique hotel project

**Adjourned at 9:52 AM.**

CHAPTER II – OPERATIONS, ADMINISTRATION & ORGANIZATION

ORDINANCE 210 CONVENTION & VISITOR’S BUREAU ADVISORY BOARD ..... 210-1  
Section 210.01: ESTABLISHED..... 210-1  
Section 210.02: MEMBERSHIP.....**210-Error! Bookmark not defined.**  
Section 210.03: TERMS; VACANCIES.....**210-Error! Bookmark not defined.**  
Section 210.04: OFFICERS..... 210-1  
Section 210.05: MEETINGS ..... 210-1  
Section 210.06: PURPOSE..... 210-2

ORDINANCE 210 CONVENTION & VISITOR'S BUREAU ADVISORY BOARD

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Section 210.01: ESTABLISHED. The Convention & Visitor's Bureau Advisory Board (Board) presently in existence is hereby continued for the City. To avoid using an operating name similar to other area CVB's, the Board may refer to the St. Joseph Convention & Visitor's Bureau in all marketing and promotions as JOETOWN

Section 210.02: MEMBERSHIP. The Convention & Visitor's Bureau Advisory Board shall consist of up to ten (10) members, or a minimum of seven (7) members representing the St. Joseph Community and/or other entities with a direct interest in promoting the City as a tourist and convention center.

Section 210.03: TERMS; VACANCIES

A. Terms. Terms shall be three (3) year overlapping terms. Appointees shall hold their offices until their successors are appointed and qualified. As each member's term expires, his/her successor shall be appointed by the Mayor for a term of three (3) years. Each member shall serve not more than three (3) consecutive full terms.

B. Vacancies. Vacancies during the term shall be filled by the Mayor for the unexpired portion of the term.

Section 210.04: OFFICERS

A. Chairperson. The Board shall elect a chairperson from among its appointed members for a term of one year.

B. Vice Chair. The Board shall elect a vice chairperson from its own membership.

D. Additional Officers. The Board may create and fill such other offices as it may determine.

Section 210.05: MEETINGS

A. Frequency of Meetings. The Board shall hold meetings as necessitated.

B. Rules of Order and Procedure. The Board shall adopt rules of order and procedure for the transaction of business, and its findings, which record shall be public record.

Section 210.06: PURPOSE

The Board was established for the purposes of making recommendations to the Economic Development Authority on the expenditure of lodging tax funds received in accordance with

## CHAPTER II – OPERATIONS, ADMINISTRATION & ORGANIZATION

Minnesota Statutes. The Board will offer recommendations on the expenditure of lodging tax funds for the purpose of marketing and promoting the City as a tourist and convention center in accordance with Minnesota Statutes.



**MEETING DATE:** February 11, 2025

**AGENDA ITEM:** CVB Financial Report

**SUBMITTED BY:** Finance

**STAFF RECOMMENDATION:** Consider acceptance of the January 2025 Financial Reports

**PREVIOUS BOARD ACTION:** None

**BACKGROUND INFORMATION:** Attached is the January 31, 2025 CVB financial reports. The fund currently has a balance of \$23,353. Audit entries for 2024 will be recorded over the next couple months and reversed in 2025 after the audit is completed for 2024.

Lodging tax is the main revenue source for the CVB. The lodging tax collected through December 2024 (Jan. 25 lodging taxes will be collected by 2/25/2025) is \$10,740 out of the \$15,700 budgeted. Rodeway Inn caught up on their lodging taxes through August, but have not remitted since. Staff has reached out to the owner and he indicated he has been under the weather, but will catch up. They remitted forms showing lodging taxes totaling \$2,999 through Dec. Staff anticipates collection of the lodging taxes in February.

The CVB continues to pay Mary Bruno a monthly stipend of \$750 to maintain the social media and coordination of the CVB. Advertising continues in the MN Trails, Newcomer and Think Tourism USA magazines. The billboard advertising for Shop Small was also paid for. The budget changes discussed during CVB meetings will not be amended until approved by the EDA and city council (including the sponsorship fee program).

The t-shirts, beanie caps and ballcaps are being sold at the Minnesota Street Market for \$25 each. Sales proceeds are remitted monthly to city hall. The Minnesota Street Market retains \$6.25 consignment stocking fees. City staff inventory the first of every month and ensures a stock is on hand. When inventory runs low, staff recommends reordering. Proceeds from the sales are applied to reordering inventory. Net sales for 2024 totaled \$888.

Council is reviewing an ordinance to allow short term “vacation” rentals within city limits. If the ordinance is adopted, quarterly lodging taxes will be remitted into the CVB fund. These lodging taxes were not budgeted against any expenditures for 2025.

**BUDGET/FISCAL IMPACT:** Informational Only

**ATTACHMENTS:** Lodging Tax Summary  
CVB Financial Statements

**REQUESTED BOARD ACTION:** Consider acceptance of the financial reports as presented.

**CVB 2025 Financial Summary**  
**As of January 31, 2025**

**Beginning Fund Balance 1-1-25 (Unaudited)** **\$ 23,949.15**

<b>Customer</b>	<b>Budget 2025</b>	<b>YTD Rev 2025</b>
Interest Earnings	\$ 500.00	\$ -
T-shirt/Hats/Merchandise Sales	1,000.00	131.25
Joetown Blocks	2,700.00	-
Transfer from EDA - Joetown Blocks	10,000.00	-
Rodeway Inn Lodging Tax	5,700.00	-
CSB Lodging Tax	1,300.00	-
Estates B&B Lodging Tax	1,500.00	-
	\$ 22,700.00	\$ 131.25

<b>Vendor</b>	<b>Budget 2025</b>	<b>YTD Exp 2025</b>
Professional Services - <a href="#">Manage Social Media</a> (Bruno Press)	\$ 9,000.00	750.00
Travel & Conference Expenses	\$ -	-
IT Services - <a href="#">Square Space/Social Media</a> /Website/QR Code	400.00	-
Visitor's Bureau - Rubinski Works - Videos	-	-
Visitor's Bureau - Photos	-	-
Community Programs - <a href="#">Shop Small/Winterwalk</a> /Feb/June	1,200.00	-
Community Programs - <a href="#">Joetown Blocks</a>	10,000.00	-
Visitors Bureau Prizes - <a href="#">Swag Give-Aways</a> /Prizes	200.00	-
	-	-
Marketing - <a href="#">Trailhead Signs</a> Campaigns	1,000.00	-
Visitor's Bureau - <a href="#">Merchandise-Maps/Hats</a> (Krillan/Rambow)	975.00	-
Advertise - <a href="#">Think Tourism</a> USA	775.00	-
Advertise - <a href="#">MN Trails</a> Magazine	780.00	-
Advertise - <a href="#">Newcomer Service</a> Magazine	200.00	-
	\$ 24,530.00	750.00

**Ending Cash Balance 1-31-25 (Unaudited)** **\$ 23,330.40**

CITY OF ST JOSEPH  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 1 MONTHS ENDING JANUARY 31, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	CURRENT BUDGET	UNEARNED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-31600 LODGING TAX	( 402.93)	39.57	8,500.00	8,500.00	8,460.43	.5
220-46500-34409 MARKETING	( .25)	131.25	1,000.00	1,000.00	868.75	13.1
220-46500-34410 JOETOWN BLOCKS	.00	.00	2,700.00	2,700.00	2,700.00	.0
220-46500-36210 INTEREST EARNINGS	( 1.49)	.00	500.00	500.00	500.00	.0
TOTAL ECONOMIC DEVELOPMENT A	( 404.67)	170.82	12,700.00	12,700.00	12,529.18	1.4
<u>OTHER FINANCING SOURCES</u>						
220-49302-39201 TRANSFERS FROM OTHER FUNDS	.00	.00	10,000.00	10,000.00	10,000.00	.0
TOTAL OTHER FINANCING SOURCES	.00	.00	10,000.00	10,000.00	10,000.00	.0
TOTAL FUND REVENUE	( 404.67)	170.82	22,700.00	22,700.00	22,529.18	.8

CITY OF ST JOSEPH  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 1 MONTHS ENDING JANUARY 31, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	BUDGET	UNEXPENDED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-208 VISITORS BUREAU PRIZES	.00	.00	200.00	200.00	200.00	.0
220-46500-209 VISITORS BUREAU MERCHANDISE	.00	.00	975.00	975.00	975.00	.0
220-46500-300 PROFESSIONAL SERVICES	750.00	750.00	9,000.00	9,000.00	8,250.00	8.3
220-46500-307 JOE TOWN BLOCKS	.00	.00	10,000.00	10,000.00	10,000.00	.0
220-46500-308 COMMUNITY PROGRAMS	.00	.00	1,200.00	1,200.00	1,200.00	.0
220-46500-310 IT SERVICES	.00	.00	400.00	400.00	400.00	.0
<b>TOTAL ECONOMIC DEVELOPMENT A</b>	<b>750.00</b>	<b>750.00</b>	<b>21,775.00</b>	<b>21,775.00</b>	<b>21,025.00</b>	<b>3.4</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>750.00</b>	<b>750.00</b>	<b>21,775.00</b>	<b>21,775.00</b>	<b>21,025.00</b>	<b>3.4</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>( 1,154.67)</b>	<b>( 579.18)</b>	<b>925.00</b>	<b>925.00</b>	<b>1,504.18</b>	<b>( 62.6)</b>

**CITY OF ST JOSEPH**

BALANCE SHEET  
JANUARY 31, 2025

**FUND 220 - CVB**

ASSETS

220-10199	CASH	23,330.40	
220-10450	INTEREST RECEIVABLE	132.06	
	TOTAL ASSETS		<u>23,462.46</u>

LIABILITIES AND EQUITY

FUND EQUITY

220-25310	UNASSIGNED FUND BALANCE	24,041.64	
	REVENUE OVER EXPENDITURES - YTD	( 579.18)	
	TOTAL FUND EQUITY		<u>23,462.46</u>
	TOTAL LIABILITIES AND EQUITY		<u>23,462.46</u>