



**St. Joseph Convention and Visitor Bureau**  
**Monday, March 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
    - Pitch Competition April 3<sup>rd</sup> @ Bad Habit
    - Joetown Blocks Sunday June 8th
4. New Business
  - a. CVB Ordinance Review (discussion on delegating a Chair and Vice Chair)
5. Other Business
  - a. My Town Series - updates
  - b. Misc. Development updates
6. Adjourn

---

Join Zoom Meeting

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

Meeting ID: 853 2507 7132

Passcode: 627760

## **Mind Dump 2024 Joetown Blocks**

- **All roads blocked by 6am/Leave in place until 6pm**
- **Stage set up at 8**
- **Food set up at 9**
- **Beer tent set up at 9**
- **Carshow set up at 10:30**
- **Police and Fire set up at 11:00**
- **Dunk tank in place by 10:30/Filler up by 11**
- **All others set up by 11**
- **Execute car races at 1pm 9 (can there be last minute entries)**
- **Volunteer schedule completed and emailed out 2 weeks prior to date**
  - **Volunteers scheduled through 6pm**
- **Shirt pick up 2 weeks prior to date**
- **2025 Special Event Request Form**
  - **Can the city cover the cost of the extra police coverage**

## **Ideas for 2025: Date: June 8<sup>th</sup>, 2025**

- **12-4 vs 12-5**
- **More tables and seating**
- **Doggie water and treat station**
- **Axe throwing**
- **Walkabout with drinks**
- **Busch Light Pounders**
- **Water ballon wars**
- **Ferris Wheel/A few rides**
- **Whiskey**
- **Bad Habit Signage**
- **THC Drinks**
- **Sitting for tables in the bar area**
- **Face painting from church ppl**
- **Farmers market closer?**
- **All kids stuff in church parking lot**
- **More picnic tables in front of food**
- **Better plan for breakdown with volunteers**

- **Bouncehouses**
- **“make a card with mary” booth??**
- **Scavenger hunt feedback**
- **Car show:**
  - **More prizes for different categories**
  - **Make a tally sheet to count votes as they are turned in**
  - **All car participants stay for the entire show**
- **Lisa: 320-980-4328 (volunteer for 2025)**
- **Should the \$100 fee that is paid to the city by the food vendors be added to the fund for 2025?**
- **Payments Dues**
  - **C and L**
  - **LaPlayette: labor**
  - **Avon Assistants: labor**
  
- **Funds Raised**
  - **50/50: \$2260 (\$1130 paid to winner)**
  - **Dunk Tank: \$1100**
  - **Stay busy in between dunks/MC for the station/Barker and Ringer**
  - **Towels for participants**
  
- **Food Feedback**
  - **CSB: prep less**
  - **Get Legion involved**
  
- **Kid Feedback**
  - **Scavenger hunt a success/more items**
  - **More mindless games: ring toss, hula hoops, sidewalk chalk, sticker machine, maze, sumo wrestling, etc**
  - **Church parking lot for kids events**

- **Market Feedback**
  - **More signage to promote event**
  - **Is it too many things going on?**
  
- **Beer Feedback**
  - **Add Hammerschlagen**
  - **Seats at the tables in the beer gardens**
  
  
- **Other feedback**
  - **Joetown Swag Table**
  - **Can the city install power on College Ave for this event/avoiding the generator rental cost**
  - **Porta potties: 6 vs 8**
  - **More garbage bags**
  - **Bring magician over to kid area and or main event area**
  - **Email businesses and ask for feedback: how to improve/ was event intrusive to their business?**
  - **Set out Rhonda's games: Connect 4, Guess Who, Jenga**

## **Working Agenda for Joetown Blocks**

### **Food Vendors: Carmen**

- Contact any SJ food vendors for participation**
- Define menus**
- Confirm location of setup**
- Confirm all vendors are self sufficient**

### **Beverage Vendors: Peter and Aaron**

- Contact BH, M & H and Obbink**
- Confirm liquor laws are being followed per city**

### **Safety/Security/Sanitation: Ann**

- Connect with SJ PD and confirm plan**
- Connect with SJ Public Works: Set up and tear down responsibilities**
- Confirm police office available for the kids**
- Hang the flag**
- 6 porta potties/1 handicap**

### **Water Wars: Ann**

- Confirm with SJ FD on location and participation**
- Set volunteers for the event**
- Reach out to participants**

### **Music: Mary**

- Confirm musicians**
- Stage**
- Hook-up/power**
- Cost**

### **Shirts for Volunteers: Mary**

### **Market Vendors: Pia**

- Secure vendors for the event**
- Communicate location and times**

**Car show: Mel**

- Save The Date: ASAP**
- Direct traffic for participants on day of event**
- Gift certificate for winner**
- Prize receipt to fill out**
- Volunteers to work the event**

**50/50 Raffle: Kelly and BriAnne**

- Tent**
- Start up cash/cash box**
- Tickets for sale**
- List of workers for the event**

**Kids Events: Andrea, Leslie and Rhonda**

- Car races**
- Face painting**
- Arts and crafts**
- Dunk tank**
- Bruno sticker dispenser**
- Magician**



**MEETING DATE:** March 10, 2025

**AGENDA ITEM:** CVB Financial Report

**SUBMITTED BY:** Finance

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

**PREVIOUS BOARD ACTION:** None

**BACKGROUND INFORMATION:** Attached is the February 27, 2025 CVB financial reports. The fund currently has a balance of \$21,987. 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 January 2025 is \$141 out of the \$8,500 budgeted. Rodeway Inn has not paid since remitting their August 2024 lodging taxes. Staff has taken the next level to attempt to collect the arrears through Jan. 2025 taxes.

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 and Think Tourism USA magazines.

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 2025 totaled \$131 so far.

Council adopted the short term “vacation” rentals ordinance within city limits. Commercial and residential properties can participate in the program. As rentals come online, 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 February 27, 2025**

**Beginning Fund Balance 1-1-25 (Unaudited) \$ 23,199.15**

<b>Customer</b>	<b>YTD Rev 2024</b>	<b>Budget 2025</b>	<b>YTD Rev 2025</b>
Interest Earnings	\$ 799.79	\$ 500.00	\$ 90.09
T-shirt/Hats/Merchandise Sales	774.75	1,000.00	131.25
Joetown Blocks	2,840.00	2,700.00	-
Transfer from EDA - Joetown Blocks	9,000.00	10,000.00	-
Rodeway Inn Lodging Tax	5,272.67	5,700.00	-
CSB Lodging Tax	3,876.52	1,300.00	-
Estates B&B Lodging Tax	1,550.90	1,500.00	141.12
	<b>\$ 24,114.63</b>	<b>\$ 22,700.00</b>	<b>\$ 362.46</b>
<b>Vendor</b>	<b>YTD Exp 2024</b>	<b>Budget 2025</b>	<b>YTD Exp 2025</b>
Professional Services - <a href="#">Manage Social Media</a> (Bruno Press)	\$ 9,000.00	\$ 9,000.00	750.00
Travel & Conference Expenses	-	\$ -	-
IT Services - <a href="#">Square Space/Social Media/Website/QR Code</a>	297.00	400.00	-
Visitor's Bureau - Rubinski Works - Videos	-	-	-
Visitor's Bureau - Photos	-	-	-
Community Programs - <a href="#">Shop Small/Winterwalk/Feb/June</a>	1,500.00	1,200.00	-
Community Programs - <a href="#">Joetown Blocks</a>	7,587.11	10,000.00	-
Visitors Bureau Prizes - <a href="#">Swag Give-Aways/Prizes</a>	-	200.00	-
	-	-	-
Marketing - <a href="#">Trailhead Signs</a> Campaigns	-	1,000.00	-
Visitor's Bureau - <a href="#">Merchandise-Maps/Hats</a> (Krillan/Rambow)	888.00	975.00	-
Advertise - <a href="#">Think Tourism USA</a>	825.00	775.00	214.15
Advertise - <a href="#">MN Trails Magazine</a>	598.50	780.00	610.85
Advertise - <a href="#">Newcomer Service Magazine</a>	310.00	200.00	-
	<b>\$ 21,005.61</b>	<b>\$ 24,530.00</b>	<b>1,575.00</b>
<b>Ending Cash Balance 2-27-25 (Unaudited)</b>			<b><u>\$ 21,986.61</u></b>

**CITY OF ST JOSEPH**

BALANCE SHEET  
FEBRUARY 28, 2025

**FUND 220 - CVB**

<u>ASSETS</u>			
220-10199	CASH	21,986.61	
220-10450	INTEREST RECEIVABLE	132.06	
220-10500	ACCOUNTS RECEIVABLE	3,169.57	
		<hr/>	
	TOTAL ASSETS		25,288.24
			<hr/> <hr/>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
220-20200	ACCOUNTS PAYABLE	610.85	
		<hr/>	
	TOTAL LIABILITIES		610.85
<u>FUND EQUITY</u>			
220-25310	UNASSIGNED FUND BALANCE	27,211.21	
	REVENUE OVER EXPENDITURES - YTD	( 2,533.82)	
		<hr/>	
	TOTAL FUND EQUITY		24,677.39
			<hr/>
	TOTAL LIABILITIES AND EQUITY		25,288.24
			<hr/> <hr/>

CITY OF ST JOSEPH  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 2 MONTHS ENDING FEBRUARY 28, 2025

CVB

		PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	CURRENT BUDGET	UNEARNED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>							
220-46500-31600	LODGING TAX	( 275.82)	180.69	8,500.00	8,500.00	8,319.31	2.1
220-46500-34409	MARKETING	56.00	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	( 19.41)	90.09	500.00	500.00	409.91	18.0
	TOTAL ECONOMIC DEVELOPMENT A	( 239.23)	402.03	12,700.00	12,700.00	12,297.97	3.2
<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	( 239.23)	402.03	22,700.00	22,700.00	22,297.97	1.8

CITY OF ST JOSEPH  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 2 MONTHS ENDING FEBRUARY 28, 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	1,500.00	1,500.00	9,000.00	9,000.00	7,500.00	16.7
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
220-46500-328 MARKETING	.00	.00	1,000.00	1,000.00	1,000.00	.0
220-46500-340 ADVERTISING	1,423.50	1,435.85	1,755.00	1,755.00	319.15	81.8
<b>TOTAL ECONOMIC DEVELOPMENT A</b>	<b>2,923.50</b>	<b>2,935.85</b>	<b>24,530.00</b>	<b>24,530.00</b>	<b>21,594.15</b>	<b>12.0</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>2,923.50</b>	<b>2,935.85</b>	<b>24,530.00</b>	<b>24,530.00</b>	<b>21,594.15</b>	<b>12.0</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>( 3,162.73)</b>	<b>( 2,533.82)</b>	<b>( 1,830.00)</b>	<b>( 1,830.00)</b>	<b>703.82</b>	<b>(138.5)</b>