



**St. Joseph Convention and Visitor Bureau
Monday, April 14th, 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. Upcoming events
 - b. CVB organizational restructure update
4. New Business
 - a. Joetown Blocks \$10,000 EDA allocation discussion
 - b. Trailhead map update and quote
5. Other Business
 - a. General updates
6. Adjourn

Join Zoom Meeting

<https://us06web.zoom.us/j/86341344068?pwd=55BmlzSMtwadQCcmdYnHggsb6dT8nEJ.1>

Meeting ID: 853 2507 7132

Passcode: 627760

Mustang Signs & Graphics
 1539 Hwy 23 NE St Cloud, MN 56304
 bc@mustangsignsmn.com
 (320) 202-9607



www.mustangsignsmn.com

Quote 8973

Replacement Sign for Wobegon Trailhead

SALES REP INFO
 Brenda Cronquist
 bc@mustangsignsmn.com

QUOTE DATE
 Sat, 03/22/2025
 QUOTE EXPIRY DATE
 Sat, 04/26/2025
 TERMS
 Net 15

REQUESTED BY
 City of St. Joseph

CONTACT INFO
 Mary Bruno
 mary@mcbunopress.com

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
1	Single-Sided Sign Replace graphics - 42" x 42" single sided sign a) Go and apply a new vinyl print over existing print (must be at least 60 degrees)	1	Unit	\$0.00	\$0.00	Y
2	Single Sided Sign Replace graphics - 42" x 42" single sided sign b) Remove print on site and apply new vinyl print (must be at least 60 degrees)	1	Unit	\$185.75	\$185.75	Y
3	Single Sided Sign Replace graphics - 42" x 42" single sided sign c) go remove sign and remove and reapply in our clean environment so no dirt or debris gets under print and then go back and install sign - temps won't matter. (2 trips)	1	Unit	\$361.40	\$361.40	Y

A 3.5% surcharge will be added for credit card payments; a \$3 convenience fee will be added to payments taken over the phone or entered manually.

Subtotal:	\$547.15
Sales Tax (7.125%):	\$38.98
Total:	\$586.13

SIGNATURE:

DATE:



MEETING DATE: April 14, 2025

AGENDA ITEM: CVB Financial Report

SUBMITTED BY: Finance

STAFF RECOMMENDATION: Consider acceptance of the March 2025 Financial Reports

PREVIOUS BOARD ACTION: None

BACKGROUND INFORMATION: Attached are the March 31, 2025 CVB financial reports. The fund currently has a balance of \$24,261. Audit entries for 2024 will be recorded over the next couple months and reversed in 2025 after the audit is completed for 2024. City council approved a \$10,000 transfer from the EDA fund for Joe Town Blocks. The transfer will be made in April and set aside for a future Joe Town event.

Lodging tax is the main revenue source for the CVB. The lodging tax collected through February 2025 is \$283 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 Feb. 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 \$169 so far. **Some items/sizes are getting low in inventory. With spring events and CSB/SJU graduation coming up, staff recommend ordering items now to keep the shelves stocked.**

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. There is one resident that applied for a permit so far. The application will go before the planning commission and city council in April.

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 March 31, 2025**

Beginning Fund Balance 1-1-25 (Unaudited) **\$ 27,141.91**

Customer	YTD Rev 2024	Budget 2025	YTD Rev 2025
Interest Earnings	\$ 799.79	\$ 500.00	\$ 352.83
T-shirt/Hats/Merchandise Sales	774.75	1,000.00	168.75
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	282.99
	\$ 24,114.63	\$ 22,700.00	\$ 804.57
Vendor	YTD Exp 2024	Budget 2025	YTD Exp 2025
Professional Services - Manage Social Media (Bruno Press)	\$ 9,000.00	\$ 9,000.00	2,250.00
Travel & Conference Expenses	-	\$ -	-
IT Services - Square Space/Social Media/Website/QR Code	297.00	400.00	-
Visitor's Bureau - Rubinski Works - Videos	-	-	-
Visitor's Bureau - Photos	-	-	-
Community Programs - Shop Small/Winterwalk/Feb/June	1,500.00	1,200.00	-
Community Programs - Joetown Blocks	7,587.11	10,000.00	-
Visitors Bureau Prizes - Swag Give-Aways/Prizes	-	200.00	-
	-	-	-
Marketing - Trailhead Signs Campaigns	-	1,000.00	-
Visitor's Bureau - Merchandise-Maps/Hats (Krillan/Rambow)	888.00	975.00	-
Advertise - Think Tourism USA	825.00	775.00	825.00
Advertise - MN Trails Magazine	598.50	780.00	610.85
Advertise - Newcomer Service Magazine	310.00	200.00	-
	\$ 21,005.61	\$ 24,530.00	3,685.85
Ending Cash Balance 3-31-25 (Unaudited)			\$ 24,260.63

CITY OF ST JOSEPH
 REVENUES WITH COMPARISON TO BUDGET
 FOR THE 3 MONTHS ENDING MARCH 31, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	CURRENT BUDGET	UNEARNED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-31600	LODGING TAX	868.15	322.56	8,500.00	8,500.00	3.8
220-46500-34409	MARKETING	74.75	168.75	1,000.00	1,000.00	16.9
220-46500-34410	JOETOWN BLOCKS	.00	.00	2,700.00	2,700.00	.0
220-46500-36210	INTEREST EARNINGS	33.09	352.83	500.00	500.00	70.6
	TOTAL ECONOMIC DEVELOPMENT A	975.99	844.14	12,700.00	12,700.00	6.7
<u>OTHER FINANCING SOURCES</u>						
220-49302-39201	TRANSFERS FROM OTHER FUNDS	.00	.00	10,000.00	10,000.00	.0
	TOTAL OTHER FINANCING SOURCES	.00	.00	10,000.00	10,000.00	.0
	TOTAL FUND REVENUE	975.99	844.14	22,700.00	22,700.00	3.7

CITY OF ST JOSEPH
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 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	2,250.00	2,250.00	9,000.00	9,000.00	6,750.00	25.0
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
TOTAL ECONOMIC DEVELOPMENT A	3,673.50	3,685.85	24,530.00	24,530.00	20,844.15	15.0
TOTAL FUND EXPENDITURES	3,673.50	3,685.85	24,530.00	24,530.00	20,844.15	15.0
NET REVENUE OVER EXPENDITURES	(2,697.51)	(2,841.71)	(1,830.00)	(1,830.00)	1,011.71	(155.3)

CITY OF ST JOSEPH

BALANCE SHEET
MARCH 31, 2025

FUND 220 - CVB

<u>ASSETS</u>			
220-10199	CASH	20,959.00	
220-10450	INTEREST RECEIVABLE	132.06	
220-10500	ACCOUNTS RECEIVABLE	3,169.57	
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	TOTAL ASSETS		24,260.63
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 <u>LIABILITIES AND EQUITY</u>			
 <u>FUND EQUITY</u>			
220-25310	UNASSIGNED FUND BALANCE	27,102.34	
	REVENUE OVER EXPENDITURES - YTD	(2,841.71)	
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	TOTAL FUND EQUITY		24,260.63
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	TOTAL LIABILITIES AND EQUITY		24,260.63
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