



St. Joseph Convention and Visitor Bureau
Monday, May 12th, 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. Trailhead map update
 - c. Joetown Blocks \$10,000 EDA allocation update (from EDA meeting)
 - d. CVB organizational restructuring update
4. New Business
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

4/14/25 CVB meeting notes

Member Attendance – Nate Keller, David Murphy, Mary Bruno, Melissa Blenkush, BriAnne Hern, Aaron Rieland

CVB Organizational Restructure update

- Keller updated group on research he has done thus far. Of note is it appears that: 60% of CVB's in the state operate as their own 501 C 6, 35% are combined with the local Chamber, and 5% are tied into the local municipality. Of those tied to the municipality the ones Keller knows of are larger cities like Plymouth where they have a lot of lodging and tax collection. Keller is trying to find a city that operates like our CVB (similar size, tied to the city, similar budget) but has been unsuccessful. Keller emphasized how unique our CVB is.
- Bruno and Keller provided background on a call they had with the Stillwater CVB Director. Keller also had a call with the MN Executive Director of CVB's and Bruno had a call with the St. Peter CVB Director. Both of those organizations are much larger but the experiences the Directors have had is vast and represents different size cities and organizational structures

Joetown Blocks \$10,000 EDA allocation discussion

- Discussion centered around the best use of these funds given the Joetown Blocks event will not occur in 2025.
- Consensus of the group was to utilize the funds towards a Social Media Campaign and marketing initiative with some photos/videos
- Keller will forward this recommendation the EDA at their meeting on April 15th

Trailhead map update and quote

- Bruno shared updated quotes she received to get printed maps and updated map for the trailhead sign
- Bruno will update the map and seek clarity from the company who provided the quote
- Keller said there is \$1,000 in the budget for this

Development updates

- Keller updated group on: County Service Center and Short-term rental application for 24 MN Street East

Adjourned at 9:51 AM.



MEETING DATE: May 13, 2025

AGENDA ITEM: CVB Financial Report

SUBMITTED BY: Finance

STAFF RECOMMENDATION: Consider acceptance of the April 2025 Financial Reports

PREVIOUS BOARD ACTION: None

BACKGROUND INFORMATION: Attached are the April 30, 2025 CVB financial reports. The fund currently has a balance of \$30,362. 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 was 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 March 2025 is \$475 out of the \$8,500 budgeted. Rodeway Inn has not paid since remitting their August 2024 lodging taxes. Staff have taken the next level to attempt to collect the arrears through Mar. 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 and have been reordered.

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 who was approved for a short-term rental on May 5th.

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 April 30, 2025

Beginning Fund Balance 1-1-25 (Unaudited) **\$ 23,840.28**

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	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	435.54
	\$ 24,114.63	\$ 22,700.00	\$ 10,957.12
Vendor	YTD Exp 2024	Budget 2025	YTD Exp 2025
Professional Services - Manage Social Media (Bruno Press)	\$ 9,000.00	\$ 9,000.00	3,000.00
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	4,435.85
Ending Cash Balance 4-30-25 (Unaudited)			\$ 30,361.55

CITY OF ST JOSEPH
REVENUES WITH COMPARISON TO BUDGET
FOR THE 4 MONTHS ENDING APRIL 30, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	CURRENT BUDGET	UNEARNED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-31600	LODGING TAX	1,008.73	475.11	8,500.00	8,500.00	8,024.89 5.6
220-46500-34409	MARKETING	131.00	168.75	1,000.00	1,000.00	831.25 16.9
220-46500-34410	JOETOWN BLOCKS	.00	.00	2,700.00	2,700.00	2,700.00 .0
220-46500-36210	INTEREST EARNINGS	23.75	352.83	500.00	500.00	147.17 70.6
	TOTAL ECONOMIC DEVELOPMENT A	1,163.48	996.69	12,700.00	12,700.00	11,703.31 7.9
<u>OTHER FINANCING SOURCES</u>						
220-49302-39201	TRANSFERS FROM OTHER FUNDS	9,000.00	10,000.00	10,000.00	10,000.00	.00 100.0
	TOTAL OTHER FINANCING SOURCES	9,000.00	10,000.00	10,000.00	10,000.00	.00 100.0
	TOTAL FUND REVENUE	10,163.48	10,996.69	22,700.00	22,700.00	11,703.31 48.4

CITY OF ST JOSEPH
 EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING APRIL 30, 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	3,000.00	3,000.00	9,000.00	9,000.00	6,000.00	33.3
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
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	4,423.50	4,435.85	24,530.00	24,530.00	20,094.15	18.1
TOTAL FUND EXPENDITURES	4,423.50	4,435.85	24,530.00	24,530.00	20,094.15	18.1
NET REVENUE OVER EXPENDITURES	5,739.98	6,560.84	(1,830.00)	(1,830.00)	(8,390.84)	358.5

CITY OF ST JOSEPH

BALANCE SHEET

APRIL 30, 2025

FUND 220 - CVB

ASSETS

220-10199	CASH	30,361.55	
220-10450	INTEREST RECEIVABLE	132.06	
220-10500	ACCOUNTS RECEIVABLE	3,169.57	
		<hr/>	
	TOTAL ASSETS		<u>33,663.18</u>

LIABILITIES AND EQUITY

FUND EQUITY

220-25310	UNASSIGNED FUND BALANCE	27,102.34	
	REVENUE OVER EXPENDITURES - YTD	6,560.84	
		<hr/>	
	TOTAL FUND EQUITY		<u>33,663.18</u>
	TOTAL LIABILITIES AND EQUITY		<u>33,663.18</u>