



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

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. 25th
- March 15th 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. 27th @ 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

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.