

**CITY OF WOODBURY  
DMO MEETING MINUTES  
September 13, 2023**

Pursuant to due call and notice thereof, a regular meeting was held at Woodbury City Hall, 8301 Valley Creek Road on the Wednesday the 13<sup>th</sup>, of September 2023.

**CALL TO ORDER**

Mayor Anne Burt called the meeting to order at 7:30 a.m.

**ROLL CALL**

Upon roll call the following members were present: Chair Anne Burt (Mayor of Woodbury), Pattie Ball (Hospitality/Hotel representative), Jason Egerstrom (City of Woodbury/ICT representative), Barbe Marshall Hansen (Arts & Culture representative), Paul Huffman (Woodbury Days representative), Dan Moris (City of Woodbury/Parks & Recreation representative), Craig Johnson (EDC representative), Vice-Chair Amy Scoggins (former Council member), Eric Searles (City of Woodbury/Community Development representative), Laurie Staiger (Chamber of Commerce representative), and Vivian Latimer Tanniehill (at large representative).

Also present: Annie Coyle, Assistant to the City Administrator/Deputy Clerk; and Jamie Thoen, Administrative Assistant.

Absent: Tim O'Brien (Hospitality/Restaurant representative) and Manali Shah (Non-Profit Service Organization representative)

**APPROVAL OF MINUTES**

MOTION: Laurie Staiger moved to approve the minutes of the Destination Marketing Organization held on August 23, 2023 meeting as submitted.

SECOND: Dan Moris

VOTING: All in Favor: Mayor Anne Burt (Chair), Pattie Ball, Jason Egerstrom, Barbe Marshall Hansen, Paul Huffman, Craig Johnson, Dan Moris, , Amy Scoggins (Vice-Chair), Eric Searles, Laurie Staiger, Vivian Latimer Tanniehill

Against: None

Absent: Tim O'Brien and Manali Shah

**ITEM 1: Branding and Marketing Plan Discussion**

Padilla presented a final brand style guide recommendation for Destination: Woodbury. Specifics of the finalist brand details, color and usage were included in the guide and an explanation was given as to the recommendation was discussed. The marketing and branding plans and implementation strategies will be an important component of the overall Destination Marketing Organization Strategic Plan 2024-2026. Padilla staff discussed rules of usage, logo file types, and color for printing, and the use of Arial for the typography. They also discussed imagery, applications and changes over time that may occur. In the future, Jamie Fritts would be the main contact for the DMO brand and managing it.

Questions from the task force were discussed related to:

- Clarification on photos that would be used and discussing using other images instead of exclusively landscape photos.

Padilla staff discussed the inverted color options per discussion at the last meeting and showed the options. Information and questions related to the logo from task force members:

- The black with the green tabs pop more.
- Appreciated the reversed logo but not as good as the original
- The all white logo pops.

The Task Force came to consensus that the primary logo should move forward.

### **ITEM 2: Strategic Plan Continued Development**

Annie Coyle reported that the task force's direction to shift the timeline of the DMO Strategic and a plan from a four year plan (2024-2027) to a three year plan (2024-2026) had been updated in the documents. This will ensure the prioritization of the start-up activities and allow for the next phase to be envisioned in 2026 for an updated plan starting in 2027 when many of the startup activities will have been completed and there is more clarity of actual tax revenue and basic operational costs.

#### 1. Strategic Plan: Strategies and Tactics

Padilla staff discussed the draft Marketing Plan. Tom Jollie stated that the objective is to attract more visitors to Woodbury and to encourage those visiting to patronize Woodbury city- owned facilities, restaurants, retailers, hotels, and other attractions. He discussed the opportunity, and the target audiences. He stated the target audiences would be sporting events, wedding planners, friends and families of residents, leisure travelers visiting the twin cities area, visitors to the St. Croix Valley area, business travelers, event planners and health services visitors.

Questions from the task force were raised regarding the following:

- Would you recommend someone going to the wedding shows to gather information?
- Is there any opportunity for the hometown airline "Sun Country" to do an article on Woodbury?

Mr. Jollie will develop a table of recommended engagement activities for each category and include it in the updated Marketing Plan. In addition to a website for Destination Woodbury, visitor materials (digitally and visually), travel and tourism advertising, wedding planning advertising shows, and media relations would need to be prioritized. Eric Searles recommended the task force to give future suggestions to staff as opportunities arise. He reiterated how important the feedback is. Padilla staff discussed meeting and event sales sheets as an opportunity to present the package of amenities in the City of Woodbury.

They discussed that the next step after approval would be to establish and maintain a visual library and tour with a group of interested representatives to discuss and see highlights of the city. Padilla continued to discuss developing seasonal promotional packages, social media influencer campaigns and a visitor center being something that would be a value to invest in and create a buzz about the city.

Questions/feedback was given from the task force regarding the following:

- In regards to social media, task force members have found that Tick Tock can show places for happy hour and videos to find places to eat, and visit.

They discussed the timeline showing that content development, website, and visitor materials and visual library would need to happen first and media relations, meeting and sales sheets and wedding planners would come next followed by travel influencers etc.

Questions/feedback was given from the task force regarding the following:

- What are the best partnerships to know about events and things to highlight for the bigger items?
- Is there a way to highlight having no sales tax on clothing?
- How do we provide transportation for a car rental for those who want to do more?
- We can highlight coupons etc. to give people insight on shopping etc. (promoting offers)
- A lot of Explore Woodbury grants and resources to get to the next level faster.

Padilla staff gave estimations on staffing and thoughts on how others were staffed to be used as a guide as well. Cost estimates were provided for the identified activities.

Questions/feedback was given from the task force regarding the following:

- Concerns were expressed regarding capacity of existing city staff to handle the initial activities in the plan; a dedicated person should be prioritized.
- One person may be needed to drive this- with a team behind them
- A staff person is key to build relationships
- The budget comes from the lodging tax.
- Wedding promotions are important
- Need to get an individual whom is dedicated and driven to start building relationships now. (Getting to know the industry and get involved now)
- Skillsets needed on relationship building

Padilla staff discussed Marketing Communication and an ongoing measurement with a tracking dashboard.

Questions/feedback was given from the task force regarding the following:

- How do you measure Woodbury versus out of Woodbury visitor measurement?

## 2. Strategic Plan: Implementation Matrix

Ms. Coyle stated that staff has started to estimate the implementation timeframes for different strategies to help prioritize the large number of activities that must take place to start the Destination: Woodbury organization. She said the Task Force members were presented with the proposed implementation timeline, staffing and resource needs to ensure that the “Crawl, Walk, Run” philosophy can be accomplished for a fully effective organizational launch. Ms. Coyle went over the goals in detail and asked for feedback on each of the five goals.

Questions/feedback was given from the task force regarding the following regarding number 1 goal:

- On number five and number 3, changed “discuss” to “evaluate”

Questions/feedback was given from the task force regarding the following regarding number 2 goal:

- No discussion

Questions/feedback was given from the task force regarding the following regarding number 3 goal:

- No discussion

Questions/feedback was given from the task force regarding the following regarding number 4 goal:

- No discussion

Questions/feedback was given from the task force regarding the following regarding number 5 goal:

- The level of transparency our DMO will have by having this in house
- Glad that some flexibility is being had to have some items in the sports center etc.
- Adding media to assist in communicating.

### **ADJOURNMENT**

The meeting adjourned at 9:00 a.m.