

CITY OF WOODBURY
DMO TASK FORCE MEETING MINUTES
July 12, 2023

Pursuant to due call and notice thereof, a regular meeting was held at Woodbury City Hall, 8301 Valley Creek Road on the Monday the 12th of July, 2023 in the Ash North and South Conference Room.

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), Tim O'Brien (Hospitality/Restaurant representative), Vice-Chair Amy Scoggins (former Council member), Eric Searles (City of Woodbury/Community Development representative), Manali Shah (Non-Profit Service Organization 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.

1. Approval of Minutes of the May 10, 2023 Regular Meeting

MOTION: Laurie Staiger moved to approve the minutes of the DMO Task Force held on May 10th, 2023 meeting as submitted.

SECOND: Amy Scoggins

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

Against: None

Absent: None

2. Report of Branding and Marketing Research and Comparison Organizations

Over the last two months, Padilla has conducted research to inform the brand development, marketing, and message planning for the Destination Marketing Organization. This included stakeholder engagement, in-depth interviews, surveys, and the benchmarking and analysis of comparable communities. Padilla provided an in-depth report out of this research and informed task force members of important insights and findings.

Padilla reported that visitor traffic has rebounded after Covid, per the discussions with the small focus groups. All organizations that participated in these small groups said they could benefit from increased visibility with a centralized information source or calendar where organizations could post their events. The small group also discussed that all organizations are doing their own promoting at this time and spending a lot of time doing so. Padilla staff reviewed the information collected from the hotels, restaurants, arts, culture and activities, and business meeting planners and the key takeaways from the small group discussions.

They also went over the overview of the five cities referenced and the slogan, staffing, city logo and the DMO logos for each researched. The five cities were Blaine, Eagan, Lakeville, Maple Grove, and St. Louis Park.

Questions or comments raised from the DMO Task Force Members:

- The restaurant small group did not include a chain establishment, and therefore may not be completely representative.
- What type of “catering in” are you seeing right now, are they bringing in food or are there trends happening with food service needs today?
- Do hotels have local business lists where they can order food from other restaurants in town?

3. Branding and Marketing Shaping Session

Utilizing the insights from the research, Padilla facilitated a strategic planning session to collaboratively develop the framework for the brand, messaging, and marketing plan. Padilla’s creative staff joined the task force for this interactive session.

Padilla went over the strategy saying it is to increase awareness and use of Woodbury’s travel and tourism offerings. They also discussed the Objective and Goals. They discussed how the audiences are in two groups, leisure, and business and potential key messages that will drive a campaign to promote the city. They gave examples of proximity, east metro gateway, and commercial center of the east metro, focus on sporting attractions. They asked the members of the organization if there are things missing or something that should be added to the list?

Questions were raised from the members regarding:

- Should newer sport activities be highlighted such as cricket, or pickleball?
- “East Metro” shouldn’t be highlighted as it can be a negative to the West Metro and proximity to downtown is key.
- Proximity to other areas is attractive and hotels can direct sightseeing individuals- embrace who you are.
- Most don’t want to go into “the city” so Woodbury is desirable
- Uniqueness of Woodbury is location with regards to surrounding cities (make Woodbury your homebase)
- How are we preparing people to be welcoming and accommodating? Still missing the arts and culture and where that piece fits.
- What is the DEI collective?
- Woodbury has everything needed, very close by.

Padilla also discussed potential strategic tactics- year one. They asked if there are any more ideas to be added to the potential strategic tactics. Feedback included:

- How do you ensure things stay current? What resources are needed?
- Don’t see Woodbury anywhere- MOA, etc. – how to connect to existing promotion opportunities and other locations?
- We reflect some of the information in other cities – how can we work together? There is not an effort right now.
- Is there funding other than the tax income?

- Are we focusing on enhancing what we have today or grow our customer base. Who are we focusing on?
- Tournaments being two day instead of one day for immediate impact

Padilla also discussed measurement of the DMO marketing plan year one and year two. This will be discussed again in the future.

Padilla discussed branding of the DMO marketing plan as the promotion of the product: Woodbury. Additional ideas provided by the Task Force:

- Woodbury as an East Metro Hub instead of a gateway – all the lines where you can go.
- Start with the logo, see if the tagline is needed.
- So many common words such as discover, explore- create something different that doesn't include those words (newness, novelty)
- Woodbury is its own thing - distinctive as not only what's here but what's near here.
- Welcome to Woodbury- what do you want to do.
- Welcoming Woodbury; a distinctively different experience.
- Close to everything far from ordinary.
- Think of us as a host- warm welcoming environment

Padilla discussed visual identity. Additional ideas and questions included:

- Easier to differentiate between city services and DMO if we don't use the same logo.
- Take the idea of the green but use different colors for different things.
- Using leaves or arrows to point to other things.
- What are the most welcoming colors?
- A logo communicates to an audience.
- Green shows life and growth and expansion- welcoming
- Surprised the logos were so different from the examples given on the other cities but must have been to show the difference between city services etc.
- Public doesn't know the city boundaries.
- Classic look, timelessness
- Should the group expect three different ideas to be shown at the next meeting?
- Is it true that Edina image is the clear-cut feel for Woodbury?

4. Staff Updates

Strategic Plan: Objectives and DMO Oversight will be reviewed with the Task Force at upcoming meetings. These are both important components of the overall development of the Strategic Plan.

ADJOURNMENT

The meeting adjourned at 9:30 a.m.