

## **CITY OF WOODBURY DMO MEETING MINUTES**

Pursuant to due call and notice thereof, a regular meeting was held at Woodbury City Hall, 8301 Valley Creek Road on the Wednesday the 23<sup>rd</sup> of August, 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), 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), 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).

Absent: Vice-Chair Amy Scoggins (former Council member), Pattie Ball (Hospitality/Hotel representative)

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

### **APPROVAL OF MINUTES**

**MOTION:** Manali Shah moved to approve the minutes of the Destination Marketing Organization held on August 9, 2023 meeting as submitted.

**SECOND:** Laurie Staiger

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

Against: None

Absent: Pattie Ball, Amy Scoggins

### **ITEM 1: Final DMO Branding Discussion**

Annie Coyle, Assistant to the City Administrator/Deputy Clerk, reported that Padilla would be presenting a final brand recommendation for Destination: Woodbury. She explained there would be samples of the finalist brand choices on real products and explanations. The marketing and branding plans and implementation strategies will be an important component of the overall Destination Marketing Organization Strategic Plan 2024-2027.

During the last task force meeting, the group decided that the name Destination: Woodbury anchors Woodbury in the heart of a region, and elevates it beyond a drive-through city and into one of the premier suburban communities. Padilla discussed the color exploration and the revised logos.

They discussed the 1A and 2B logos and showed them side by side along with how they will look on various displays such as billboards, bus stops, business cards, post cards, and website pages.

They discussed how they are able to push the logos further which would give the ideas more legs to grow and provided examples such as FedEx, Baskin Robins, Tostitos, Le Tour De France and Amazon. They then presented option 1B Destination Woodbury with the path and the sun horizon with the tagline 'all paths lead to Woodbury'.

The Padilla staff discussed option 2b: giving the logo more life by using a direction finder to create secondary logos. The extension of logo for multiple usages where the Woodbury would show an arrow in it. Padilla staff showed how it would be effective in using this icon for an app on a smartphone and showed images of what it would look like.

The Task Force had the following feedback:

- Do we have the domain showing on the billboards
- Clarification that we do have the domain [www.destinationwoodburymn.com](http://www.destinationwoodburymn.com) and [www.destinationwoodburymn.gov](http://www.destinationwoodburymn.gov)
- The republication of the arrow is a good thing and the versatility is a good way of repurposing the logo
- Loves the active part of the logo 2B
- Likes the arrow and balance with the website
- Grey sky isn't the emotion that we want to show in our logo
- The logo 2B is how we create emotion and is a grounding point
- Going to allow us to be more content based
- The 1A logo is classic and familiar and the logo 2B is more modern and technological and has a lot of utility that the others don't.
- No bad choice here; either is a good option
- 2b is versatile and will keep the contact fresh
- Likes that it is complimentary to the Woodbury Logo
- Logo 2B- likes the idea of all the different things you can do within Woodbury
- Wondering if there was any way to change the wording to a color. (could see the 2B border in green and the directional arrow black
- Is the branding something that can be changed in color- or is it set once the style is confirmed.
- Nice to see the business cards with all of the different options.

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

Ms. Coyle discussed the Strategic Plan: DMO Oversight

She said as confirmed at the July 26 and August 9th Task Force Meetings, the Advisory Body of the DMO will be the Economic Development Commission (EDC). She advised the task force that the following are recommendations to include in the DMO Strategic Plan:

### **a. Update the EDC Ordinance (Chapter 2, Article 8 – Board and Commissions, Sec. 2-367. – Membership) to reflect:**

- (f)Members of the commission shall be residents of the city while serving on the commission, **unless approved by Council**, and shall represent as broad a range as possible of interests in the economic development and destination marketing functions.

### **b. Update the EDC Ordinance (Chapter 2, Article 8 – Board and Commissions, Sec. 2-370. - Economic development commission functions) to reflect:**

- (a)The economic development commission shall act as a coordinating body and resource agency for economic development and destination marketing matters.

She then discussed the Strategic Plan Goals and objective stating each one as follows.

**1. GOAL:** To connect visitors and raise awareness of existing events and amenities to position Woodbury as an attractive location for new and reoccurring visitors.

**OBJECTIVES:**

- a. Adopt and implement the Branding and Marketing Plan for the Destination Marketing Organization.
- b. Further develop relationships with sports organizations to identify opportunities to increase new visitors and improve experiences for reoccurring visitors.
- c. Develop relationships with existing community and culture organizations and groups to provide visibility to programming.
- d. Develop relationships with other state and local destination marketing organizations

**2. GOAL:** To provide a high quality and innovative online and Central Park experience, which markets and promotes Woodbury as a destination.

**OBJECTIVES:**

- a. Identify focus areas of Woodbury to emphasize and market Woodbury both online and in-person at Central Park.
- b. Establish a cohesive first point of contact for visitors to the city and enhance overall first impression experience.
- c. Leverage opportunities at Central Park, Eagle Valley Golf Course, and the Sports Center to promote the DMO and the website.
- d. Maintain a visually appealing, interactive, and user-friendly website with prominent online visibility and presence with major search engines.

**3. GOAL:** To continue to cultivate partnerships with business establishments and community organizations to increase the tourism and visitors to Woodbury, supporting their success and ultimately the economic impact to the community.

**OBJECTIVES:**

- a. Identify hotels, business establishments and community organizations most directly contributing to the current visitor experience in Woodbury to assess the effectiveness of the branding and marketing plan for their organizations.
- b. Increase opportunities for businesses and community organizations to promote themselves to Woodbury visitors.
- c. Annually engage stakeholders and encourage participation in DMO activities.

**4. GOAL:** To support and enhance marketing and business opportunities for all community facilities and park amenities while prioritizing Eagle Valley Golf Course, Central Park, Ojibway Park, and the Sports Center.

**OBJECTIVES:**

- a. Develop an inventory of means or opportunities to market facilities and amenities and prioritize those most effective to Eagle Valley Golf Course, Central Park and the Sports Center.
- b. Utilize the branding and marketing plan to identify opportunities for the broader community to participate in DMO related marketing campaigns.
- c. Enhance marketing of priority amenities by identifying areas of opportunity and weaknesses in current strategies.

Ensure marketing materials from the DMO target core audiences and are of high quality, unique, visually interesting and fitting of the DMO brand

**5. GOAL:** To provide transparent comprehensive financial and performance reporting, planning and analysis.

**OBJECTIVES:**

- a. Develop annual performance measures for the DMO consistent with the enterprise funds in the City's current performance measurement program.
- b. Identify a framework of financial goals or guidelines for the DMO and determine if policy development is required.
- c. Ensure DMO financial and performance transparency through annual budget approval by the Economic Development Commission and City Council.

Ms. Coyle said the Task Force has previously reviewed the draft Objectives which are tied to each draft Goal for the future DMO. She gave the updated draft Objectives based on Task Force feedback. She said the Goals and Objectives can be further refined as the task force continues to move through the strategic planning process and will ultimately shape the Destination Marketing Organization Strategic Plan 2024-2027.

Feedback was given from the task force regarding the following:

- How do individuals get appointment on a Commission
- Who makes the overall decision on who gets appointed
- Timing, when are the interviews and is this in line with the timeline
- Where do you plug in the broadness of the campaign-are we ready to do marketing through print or just online
- Be mindful to extend goal "a" of the objective on goal number two
- Leave it open to develop "print" and "online"
- Can you put the DMO information in the current newsletter
- Goal 4- update and recognize Hotels
- Thinks 3B will remaining a goal for the EDC post 2026
- Add hotels to goal 3
- Do restaurants have the 3% tax currently
- Shift the Strategic Plan from 4 years to 3 years (2024-2026). Will need to be updated in 2026

Ms. Coyle then discussed Strategic Plan: Strategies and Tactics and gave the definition of each to give clarity to the task force. She gave information on what the next meeting will be focusing on.

She explained that Padilla will be making best practice recommendations for the Task Force to consider related to the variety of tactics that could be considered in the next three years (2024-2026) and longer-term. She advised that there will likely be some essential tactics, such as creating a website that must take place in year 1 (2024). She said throughout the month of September, the Task Force will need to prioritize the Strategies and Tactics to ensure a successful Destination: Woodbury launch.

Feedback was given from the task force regarding the following:

- Will the website be developed directly or will we have it contracted out.
- 2024 is going to be initial development and take a lot of time
- When do you expect the DMO facility to be open in Central Park- completion in 2025
- How are we going to drive traffic to the Central Park location
- A lot of the marketing is driven towards the community but how do you get the external into Woodbury
- Our website is people in Woodbury now, but the DMO website will be for groups/people outside
- Search engines, relationships with caterers, etc.
- Maximize relations with Explore Minnesota etc.
- Pitch will be to bring to the new location- market as new!
- Make experience so wonderful that they want to come back
- How many employees will be needed? (A team of internal staff will need more support; time will be recorded as DMO vs. city staff time/availability)

- Make sure the residents are engaged and involved with this
- Build excitement in the community

**ADJOURNMENT**

The meeting adjourned at 8:48 a.m.