

CITY OF WOODBURY
DMO MEETING MINUTES
March 15, 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 March, 15, 2023.

CALL TO ORDER

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

ROLL CALL/INTRODUCTIONS

Upon roll call the following members were present: 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.

Introductions were given from each of the Commissioners to get to know one another.

ITEM 1: Review DMO Task Force Plan of Action

Angela Gorall gave details on the plan of action and desired four outcomes; review the DMO business plan, review revise and recommend 2023-27 DMO Strategic Plan, Provide advisory structure recommendation and provide DMO marketing strategy and branding guidance (including naming). She also gave a timeline for the task force and the plan of action. Ms. Gorall also gave information on notification that was given to hotels in the area regarding the change and communication given to notify.

Craig asked if a consultant has been selected to assist with the logo and branding for the DMO task force.

Angela gave background on when this was presented to council and gave details on the presentation being brought to the City Council regarding lodging tax. She gave details on the Business Plan that was brought to the council including, Woodbury being a destination location, the recommendation to establish a DMO as an internal city plan, the mission and purpose and goals, funding of three (3) percent and how that would be spent, tax collection being funded by the MN of Revenue, Governance via an Ordinance, and framework for the business plan.

Questions were posed from the task members:

- Paul Huffman asked why this was considered to be an internal city plan.
- Laurie Staiger asked for examples on what would be considered a visitor service.
- Vivian Latimer Tanniehill asked how people would be disbursed to use our facilities once they arrive on the Gold Line.
- Craig Johnson asked if the consultant we are hiring able to lead through the strategic plan.
- Tim O'Brien asked who will be the decision maker for how the money would be spent with the tax.
- Laurie Staiger asked if the City go to legislation to increase the tax.
- Tim O'Brien asked if tax should be started on April 1st by all hotels and who to contact in doing so.
- Pattie Ball gave details on the logistics of the 3 percent tax and how it works to add it and other business purposes in adding this.
- Laurie Staiger gave information on feedback given from the business owners.
- Craig Johnson Is there any advantage of the City collecting the tax instead of the MN Department of Revenue?
- Laurie Staiger asked if the IRS would charge a fee and if going through them is less of a charge.
- Vivian Latimer Tanniehill asked if we are you planning on making brochures and things for the navigating visitors.

- Craig Johnson asked if the DMO Technician hired would handle the full website or if the new consultant we hire would be the person constructing and managing this.
- Laurie Staiger asked how much the person hired would make decisions and what they were allowed to do.
- Craig Johnson asked do the funds need to be spent in the current year or can they be carried over.
- Vivian Latimer Tanniehill asked about the occupancy rate of hotels and if the city looked into on where those who are using the hotels were coming from.
- Depends where you are in the Community for the people who gather and visit hotels and price difference can drive the visitors.
- Amy Scoggins asked if hotels more occupied during the week or on the weekend.
- Pre Covid, were great and comps are now down for the hotel industry.
- Would the marketing be discussed more and would hold more conversations in the future?
- An event center would bring more residents in.
- Has any hotels offered a convention building to attract visitors staying where the convention is held.
- Are there any additional Hotels proposed to be built in Woodbury.
- Isn't the HealthEast sports center considered an event space or opportunities to change it.
- How do central park and others produce funding and are they making a profit.
- How do we get more residents to use the larger spaces such as HealthEast Sports Center.

Mayor Burt asked to briefly discuss the expansion of Central Park and the addition of a gathering space to host larger events.

The following questions were asked from the task force members:

- Can any of the DMO income go to funding the expansion?

ITEM 2: Communication Update

Angela Gorall gave information on the website showing information on the DMO and the RFP proposal details and phases.

ITEM 3: Discuss Future Meetings and Scheduling

Angela Gorall discussed the DMO schedule and plans for each meeting. She also gave details on attendance and absences. She opened up questions to the task force members.

Craig Johnson asked if there is work needing to be done between meetings and will staff be drafting. He also asked if calendar invites could be sent for all of the meetings.

ADJOURNMENT

The meeting adjourned at 9:00 a.m.