

CITY OF WOODBURY
DMO MEETING MINUTES
September 27, 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 27th, 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), 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), Manali Shah (Non-Profit Service Organization 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: Paul Huffman (Woodbury Days representative) and Tim O'Brien (Hospitality/Restaurant representative)

APPROVAL OF MINUTES

MOTION: Amy Scoggins (former Council member), moved to approve the minutes of the Destination Marketing Organization held on September 13, 2023 meeting as submitted.

SECOND: Laurie Staiger

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

Against: None

Absent: Tim O'Brien and Paul Huffman

ITEM 1: Presentation of the 2024-2026 Destination: Woodbury Strategic Plan

Annie Coyle walked the task force through the details and will also go through the final version of the Destination Marketing Organization Strategic Plan 2024-2026. She said the comments from the September 13 Task Force meeting were included in the updated plan. She said the priority of a new Destination: Woodbury staff member to be on boarded as possible has been included. She said a positive voice vote from the Task Force is required for adoption of the plan to advance it for the City Council's review. Ms. Coyle said all task Force members are invited to attend the City Council Workshop on October 18th when the plan is presented for review.

Annie Coyle went over each of the five goals in the proposed Destination Marketing Organization Strategic Plan 2024-2026.

Questions were raised from the task force below.

Under Goal 2-

- Eric Searles added that the 2.8 future goal will be ongoing yearly due to naming rights.
- May make sense to add an asterisk under the goals to be clarified somewhat further.

In regards to the Sports Center naming-

- Do we have any legal obligations to include the naming on the Sports Center?

Annie went over the targeted audiences on the strategic plan. She also went over the tactics such as the website, content development, visitor materials, travel and tourism advertising, wedding planning and others. She reiterated each item and the development and discussion that occurred.

- Can we do a ribbon cutting or ground breaking event for this.

Annie Coyle clarified each tactic and how Woodbury can take advantage of it with networking, visitor's center and others.

She went over the general timeline for content, website development, visitor materials, visual library as previous discussed and explained this is very general at this time.

Annie Coyle discussed the staffing and how the City Council agreed with the staffing and how it was decided to be kept in house.

- On the targeted audience portion- for friends and family- clarification on how that was to be used and what it meant.
- The tasks will be held in the Community Development Department where coordinator roles are also developed within the city. There are more than one person to be utilized to conduct and support this DMO.
- Woodbury magazine and other avenues for highlighting the new DMO for Woodbury. Lifestyles magazine and the website for a new nonprofit organization.
- The launch should be discussed on a high level to find out how it will be coordinated and completed.

Annie discussed how the marketing communication activities will be measured and how a dashboard will be developed and the information it will be including.

She also went over the tactics and what audience it will reach based on a chart provided by Padilla in the task force packet.

Annie Coyle discussed the colors and the typography and imagery. She asked for feedback from the task force.

- SANS- sports art nature and schools is a philosophy used at a task force member in a prior position when considering moving office locations and how people are so visual- as a parting thought.
- History tour would be a great thing to do.
- Excited to see the visual images enhanced.

Annie Coyle thanked the task force for all of their feedback and information during the past year. She explained how she was excited for the new DMO to be introduced to Woodbury and implemented over the next few years.

MOTION: Barbe Marshall Hansen moved to approve the formal adoption of the plan to DMO Marketing Organization plan.

SECOND: Craig Johnson

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

Against: None

Absent: Tim O'Brien and Paul Huffman

ADJOURNMENT

The meeting adjourned at 9:00 a.m.