

CITY OF WOODBURY
DMO MEETING MINUTES
August 9, 2023

Pursuant to due call and notice thereof, a regular meeting was held at Woodbury City Hall, 8301 Valley Creek Road on Wednesday the 9th day 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), 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), Manali Shah (Non-Profit Service Organization representative), Laurie Staiger (Chamber of Commerce representative), and Vivian Latimer Tanniehill (at large representative).

Absent: Tim O'Brien (Hospitality/Restaurant 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 Planning Commission held on July 26, 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, Amy Scoggins (Vice-Chair), Eric Searles, Manali Shah, Laurie Staiger, Vivian Latimer Tanniehill

Against: None

Absent: Tim O'Brien

ITEM 1: Branding and Marketing Updated Concepts Discussion

Padilla staff presented the refined branding concepts for Destination: Woodbury. The creative team will take additional feedback and continue to finalize brand details with a final brand recommendation presented at the August 23rd Task Force Meeting. Annie Coyle, Assistant to the City Administrator/Deputy Clerk reiterated how the marketing and branding plans and implementation strategies will be an important component of the overall Destination Marketing Organization Strategic Plan 2024-2027. Mr. Ryan Seaman discussed colors, taglines, and the revised icon images, all based on feedback from the July 26th discussion. He reviewed four color options for the destination Woodbury logo concepts 1A and 1B. He also presented the logo images in earth tone colors, great outdoor colors and city color logos for both logo options.

The following feedback was given from the task force:

- Are the fonts in both logo options different
- Like the road with the sun as it looks more like the trail system that Woodbury is known for.

- The landscape logo draws the eye and liked that one more.
- Make sure not to confuse viewers with the similar colors as the Woodbury logo.
- Likes the blues and greens
- Likes the Woodbury colors and the tag line pops out more than it does without.
- Similar colors keep the current logo and this logo separate but unified
- Many won't realize the same colors as the current city logo
- Are their studies on the timelessness of colors
- Like the light grey and green logo of the landscape
- Light grey and green looks like the sun coming up while the green and dark blue looks like the sun going down.
- The black and white would look better with the green colors on the landscape sun logo.
- Light grey color could be a touch darker to ensure it pops
- Love the city colors and the compass option with the black white and green
- The tagline "where memories are made" can be something you play with
- Very different from what anyone else has
- Tend to gravitate to the landscape because it is more relatable.
- Tend to stay away from brown, as people tend to not like the color
- Can we put the two favorable images side by side to visualize how this will look
- We are indoor a lot and the landscape one shows green summer and suggests outdoor
- Notches on the compass logo show that there are multiple options in Woodbury
- Compass logo doesn't give emotion

ITEM 2: Strategic Plan Continued Development

Ms. Coyle discussed the Strategic Plan and the DMO's oversight role. The Economic Development Commission shall act as a coordinating body and resource agency for economic development and destination marketing matters. Proposed updates to the EDC Ordinance (Chapter 2, Article 8 – Board and Commissions) were reviewed:

- Sec.2-367 - Membership:
 - (f)Members of the commission shall be residents of the city while serving on the commission and shall represent as broad a range as possible of interests in the economic development and destination marketing functions.
- Sec.2-370 - Economic development commission functions:
 - (a)The economic development commission shall act as a coordinating body and resource agency for economic development and destination marketing matters.

Discussion of residency requirement continued conversation and the following feedback was given from the task force members.

- If we are having a lodging tax we need to have someone in the hospitality industry become a commission member.
- We would have a lot of vested interest if they live or work in Woodbury
- Do we need to be more specific on where they work
- You could have people outside making our decisions for the community
- If you have some bias you have the wiggle room to feasibly get to that point or sway the decision
- Open it up to living or work but max out two people
- Shall be vested in the best interest of the city (makes it too complicated)

- Have a spot to include someone from the hospitality industry
- Have a limitation on the number
- Quality representation is required
- Could give the council the discretion as “to be approved by the city council”
- There will be ongoing annual conversations with the hotel industry

2. Strategic Plan: Objectives

Mc. Coyle said the Task Force has previously identified draft Goals for the future DMO. She stated 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.

She gave the definition and clarified a goal versus an objective. (See below)

Definition: a **goal** is an objective or aim that the Destination Marketing Organization will try to reach or achieve. An **objective** is a more specific achievable or measurable goal.

Ms. Coyle stated the following draft goals and objectives are not provided in order of priority.

DRAFT Destination Marketing Organization Goals and Objectives 2024-2027

*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.*

Feedback was given from the task force as follows:

- Is it only sports organizations or can it be other organizations
- From the sports- it is utilizing sports to increase the visitors participation
- Is there an opportunity to bring a convention to this area as “sports” seems limiting and there is a bigger vision
- Extend to state and partner with those relationships, or add as a tactic/strategy (short/long term)

*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 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 M Health Fairview Sport 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.*

Feedback given from the task force as follows:

- Staff will revise Objective a.

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:

- 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.*
- Increase opportunities for businesses and community organizations to promote themselves to Woodbury visitors.*
- Annually engage stakeholders and encourage participation in DMO activities.*

Feedback was given from the task force as follows:

- No feedback discussed

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:

- 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 M Health Fairview Sports Center.*
- Utilize the branding and marketing plan to identify opportunities for the broader community to participate in DMO related marketing campaigns.*
- 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.*

Feedback was given from the task force as follows:

- Remove the title of the sports center as we don't know what it would be named
- Where do we see the broader focus or idea to what else is out there beyond supporting city amenities
- Item C could have a tactic to say "explore more private opportunities" (still missing something as the focus is on sports)
- Further development of Goal 2 could enhance the private opportunities
- Could reference state and regional entities and connections
- Tactics vs objectives

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

OBJECTIVES:

- Develop annual performance measures for the DMO consistent with the enterprise funds in the City's current performance measurement program.*
- 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 of the Economic Development Commission and City Council.

Feedback was given from the task force as follows:

- No feedback discussed

Ms. Coyle and Chair Burt summarized the comments of the members and thanked them for their input and based on the feedback they would bring the discussed logo options to the next task force meeting which will be held on August 23rd, 2023.

ADJOURNMENT

The meeting adjourned at 9:00 a.m.