

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – May 20, 2014

6 PM - Call to order – Bill Damberg

1. Attendance – Myra Wang

- Babcock
- Bean
- Damberg
- Kiefer
- Lauer
- Maloney
- Schwartz
- Sluis
- Thompson
- Wang
- Wolfson

2. Approval of May 20 Agenda

3. Approval of April 15, Regular board meeting minutes – see attached

4. Approval of May 6, Executive board meeting minutes – none

5. Consent Agenda - Items reviewed and recommended for approval by the Executive Board –

- Did not have quorum, but discussed having a work session prior to the July board meeting to look at the value of our events

6:10 – 6:30

6. Our website is 1 year old! Report from Daizy and Co. to review analytics and our ROI of our website

- She will also walk us through the new webstore

6:30 – 6:45

7. GNO committee to present request for Chamber support of additional street closures to City of Excelsior

6:45 – 7:15

8. Governor's Fishing Opener – Angie Bean and Laura Hotvet (see attached)

9. President report – Bill Damberg

10. Financial Report – Joe Schwartz

7:15 – 7:30

11. Membership report – Betty

- a. Ambassador Club update
- b. Membership update
- c. Community Guide

7:30 – 8:00

12. Executive Director Report – Laura Hotvet

- a. Meet Mpls – marketing opportunity proposal (see attached)
- b. MACE Conference – small breakout to discuss optimizing Chamber resources (30 minutes)

13. New Business

14. Adjourn

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2016 Governor's Fishing Opener

Who:

- Excelsior-Lake Minnetonka Chamber
- Other local agencies
- Surrounding Cities
- DNR
- Explore MN
- Local guides
- Lake Service Providers
- Local businesses
- Many others

Background Information

The Governor's Fishing Opener has been a tradition in Minnesota since 1948. Designed to improve the State's economy through development of Minnesota's recreation industry, the first Opener was a cooperative promotion between Minnesota public officials, the Minnesota media and the resort industry. A special partnership continues today. State government, local communities and the tourism and hospitality industry work together to promote Minnesota fishing and outdoor activities to the media. In recent years, the Opener has served as a celebration kickoff for the State's summer tourism season.

The Opener event provides the community with an opportunity to highlight local fishing and other recreational activities, attractions and other points of interest. Over the years, media participation and coverage have expanded to include state, regional and national print and broadcast media.

Community Involvement

Communities interested in hosting the event should consider the volunteer resources available. Extensive community involvement is necessary to host a successful event. A planning committee of approximately 20 persons is formed, and meetings are held from June-April to develop the event activities and plans. It is required that an event planner be designated to coordinate the planning on the local level. This person may be staff from an existing organization, or someone specifically contracted for the event. If your community/organization is considering hosting this event, it is highly suggested that you contact Explore Minnesota Tourism for an overview presentation of the event before submitting the proposal.

Benefits of Hosting the Event

Each year approximately 125 media representatives attend the Minnesota Governor's Fishing Event. It is estimated that over \$600,000 in media exposure is gained each year directly related to the event and the host community. In addition to the immediate exposure, media representatives use the information about the area from their attendance at the event for articles and reports in the future.

Other benefits identified by past host communities include an increase in lodging receipts during a slow occupancy
5/16/2014

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period, the development or enhancement of community pride, and the awareness of the community to public officials.

www.mngovernorsopener.com

Financial Commitment

The annual Governor's Fishing Opener is a public/private partnership designed to promote the benefits of Minnesota tourism and fishing while stimulating a generous amount of publicity for the host community and surrounding area. The benefits of the event accrue to both the State of Minnesota and the community host, with each entity participating in the costs, arrangements and staffing. EMT will join the host community for the 2015 Minnesota Governor's Fishing Opener to meet expenses.

The host community may generate necessary funds to participate in this event from raffles, sponsorships or existing funds. Budgets in the past several years have ranged from \$120,000-\$350,000 to host the event. This includes cash and in kind contributions. It also includes a grant to the sponsoring organization of \$7,000 to cover lodging and meal expenses related to members of the Governor's Fishing Opener official party. This grant must be matched by the sponsoring organization with a minimum of \$14,000 in cash expenses.

As planning begins, an event budget must be submitted to EMT by October 1. Updated budget reports must be submitted to EMT every month, which show income and expenses to date.

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Next Steps (June – August):

- 1) Form a feasibility team
- 2) Choose a co-chair
- 3) Schedule a feasibility meeting/brainstorm
- 4) Choose chairs of committees
- 5) Schedule events/venues/lodging
- 6) Obtain and secure sponsors
- 7) Create budget
- 8) Meet with Explore MN

August:

RFP is posted from Explore MN

Mid October:

Proposal is due to Explore MN

April:

Host community is notified

May:

Representatives from host community attend 2015 Opener for announcement

2016 Fishing Opener Dates – May 5, 6, 7, 8

Thursday –

- **Registration**
- **fishing host appreciation dinner**
- **guest event**

Friday –

- **registration**
- **radio shows**
- **guest event**
- **kids fishing/outdoor events**
- **Community picnic**
- **fishing host pairing**

Saturday –

- **12:01AM – Opener**
- **8AM – send off**
- **11AM – shore lunch**
- **5PM – reception and celebration dinner**

Sunday –

- **Breakfast**

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VOLLEYBALL PACKAGE



Minneapolis
City by Nature

USA VOLLEYBALL GIRLS' JUNIOR NATIONAL CHAMPIONSHIPS

This summer, Minneapolis will host the USA Volleyball Girls' Junior National Championships tournament at the Minneapolis Convention Center. This event will have a major impact on our city and our partners.

The USA Volleyball Girls' Junior National Championships, June 25- July 2, attracts nearly 9,500 athletes and over 20,000 spectators annually. This event will make an economic impact of \$60 million in the metropolitan area.

As a Meet Minneapolis partner, you have the opportunity to place your business in front of the 20,000+ visitors coming to Minneapolis for volleyball this summer.

SHOW YOUR BADGE

- Show Your Badge program is designed to drive the attendees and visitors from the event into your area businesses.
- Special discounts at area businesses to be redeemed with USAV official credentials (or other acceptable identification) during the dates of the tournament.
- Featured Show Your Badge discounts on USA Volleyball landing page on minneapolis.org.

WEBSITE LANDING PAGES

- Featured image on USA Volleyball landing page with link back to partner website for more information.

GO.MINNEAPOLIS.ORG

- Featured deal or experience on the Go Site during Summer promotional period.
- Featured deals tweeted using specific USA Volleyball hashtags during the time of the tournament.
- When visiting go.minneapolis.org, 23% of all visitors downloaded offers/coupons or visitors partner websites.

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**EXCELSIOR-LAKE
MINNETONKA**
Chamber of Commerce

Excelsior-Lake Minnetonka & Meet Minneapolis Partnership Marketing Campaign

Objective:

- Increase resident and visitor awareness for Excelsior-Lake Minnetonka area as destination.
- Facilitate increase in individual and group travel to Excelsior-Lake Minnetonka area.

Audience:

- Conference and Special Events Attendees
- Leisure Travelers
- Residents
- Meeting and Events Planners

Geographic Target:

- Local and Metro Residents
- 500 mile drive radius from Minneapolis (focus on Winnipeg, Fargo, Rochester & Des Moines)
- International Visitors
- Meeting & Event Planners
- National and International Convention Delegates

Concept:

- Highlight Excelsior-Lake Minnetonka as a featured destination in 2014
- Create Excelsior-Lake Minnetonka presence on www.minneapolis.org and www.go.minneapolis.org
- Promote Excelsior-Lake Minnetonka to 2014 special summer events
 - Create a Excelsior-Lake Minnetonka itinerary for visitors during MLB All-Star Game
 - Create promotions for time frame of USA Volleyball

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2014 Promotion to include:

- Special features on www.minneapolis.org under shopping, dining and family sections
- Featured offer on Go.Minneapolis.org
- Featured section on select high profile events area/landing pages on Minneapolis.org
- Featured banner on Minneapolis.org
- Inclusion in All-Star Summer Leisure Traveler E-Newsletter (40,000 recipients)
- Show Us Your Badge USA Volleyball (USAV) Girls Jr National Championships campaign
 - Special discount redeemed by USAV official credential (or other acceptable identification) during the dates of the event
 - Listing on event attendee landing page <http://www.minneapolis.org/USAV>
 - GoSite <http://go.minneapolis.org/deals>
 - Tweet Excelsior deals using Volleyball hashtag
 - Instagram – Excelsior sweepstakes (prizes from Excelsior merchants)

2014 Package Sponsorship - \$2,500