

CITY OF WOODBURY
DMO TASK FORCE MEETING MINUTES
May 10, 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 10th of May, 2023 in the Ash North and South Conference Room.

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), Tim O'Brien (Hospitality/Restaurant 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).

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

Absent: Craig Johnson (EDC representative)

1. Approval of Minutes of the April 12, 2023 Regular Meeting

MOTION: Amy Scoggins moved to approve the minutes of the Planning Commission held on April 12th, 2023 meeting as submitted.

SECOND: Dan Moris

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

Against: None

Absent: Craig Johnson

2. Summary and Recap of April Task Force Discussions

Amy Scoggins gave a recap on the April task force discussions regarding Woodbury amenities. She gave the example that the promotion of existing arts events programming could be done by the DMO. Ms. Scoggins gave her takeaways and how she valued the input from the different task force members. Annie Coyle and Anne Burt thanked the task force for the feedback and want to continue the great discussion.

3. Strategic Planning Process

Janelle Schmitz, Community Development Director, discussed the strategic planning process and how the Economic Development Commission developed their Strategic Plan. She talked about Goals, Objectives, Strategies and Tactics and how they are implemented and tied into the comprehensive plan.

Discussion included:

- Does the Economic Development Commission have an overall objective statement that they go by for the base of their work?

- Stay-cations and maximizing the connections of local residents to help drive others to do business here.
- The underlying principle is to market existing opportunities in Woodbury. Want visitors to come, stay here, and do business here.
- Local tourism opportunities and regional tourism opportunities are important to keep in mind to support the DMO's work.

4. Review and Discussion of DMO Goals

Annie Coyle presented revised DMO goals and asked for Task Force feedback. Goals:

1. To provide value to visitors who are utilizing the city's lodging services. To connect visitors and raise awareness of existing events and amenities to position Woodbury as an attractive location for new and reoccurring visitors. To connect visitors and raise awareness of existing events and amenities to position Woodbury as an attractive location for new and reoccurring visitors.
2. To provide a high quality and innovative online and Central Park presence, which market and promote the City Woodbury as a destination.
3. To continue to cultivate partnerships with business establishments and community organizations to increase supporting the tourism and visitors to Woodbury, supporting their success and ultimately the economic impact to the community.
4. To support and enhance marketing and business opportunities for all community facilities and park amenities while prioritizing Eagle Valley Golf Course, Central Park, and M Health Fairview the Sports Center.
5. To provide transparent comprehensive financial and performance reporting, planning and analysis.

Discussion and comments regarding the DMO goals:

- It was noted that Ojibway Park should be added to Goal 4.
- Is it intended that these will be modified as time goes on.
- Hotels and other amenities have key opportunities to connect visitors to the DMO website and physical presence at Central Park.
- Hotels and restaurants could share information about special events etc.
- DMO could provide options on where to stay, eat etc.
- Woodbury Lakes has a summer concert series that could be promoted.
- Without a local community newspaper, the DMO could acknowledge partnerships and promotional opportunities.
- Did a search for Woodbury and the first thing was a park outside of Woodbury. How can search engine optimization be used?
- In Goal 2, may need to add raise awareness of the online presence while tying in Central Park to show as "an experience".
- What is the long-term staffing solution to ensure implementation to support DMO work?

Ms. Coyle advised the next step is discussion with the consultant to develop a plan which will drive the strategies and tactics.

5. Introduction of Marketing and Branding Consultant and Strategy

Annie Coyle introduced Padilla and the four members of the team that joined the meeting. The team gave introductions and discussed previous experience in this field and their firm. They discussed how Padilla would work to achieve goals, recommend based on research, and would work with staff and the

task force to gather input to shape and build the strategy. They reviewed the process to develop the Marking and Branding Strategy:

Step 1: Roadmap

Step 2: Investigate (understanding your audience)

Step 3: Shape

Step 4: Build the Marketing Plan

Step 5: Activation Plan

The consultants gave a timeline of the potential project showing Phase 1 and Step 1 happening in May, Step 2 in June, Step 3 in July, Step 4 in August, Step 5 in September, and Phase 2 in October.

Questions were brought up from the task force during the discussion of the strategic approach:

- Are the consultants going to be present at the meetings with the athletic agencies?
- Want to promote Woodbury so it is open to everyone of all races and times in life.
- Who is preparing our citizens for this new influx of events and things and how will we keep our residents informed? What is this doing for the existing community?
- Don't assume residents are reading the newsletter; must go above that.
- Are the people utilizing the event spaces staying in Woodbury hotels and what is the impact of this existing group?
- Goal: For everyone in Woodbury to be a community ambassador.
- Will the DMO have a formal presence on Facebook and be able to monitor information into the future/support the brand?
- How will the DMO stay competitive?

6. Adjournment

The meeting adjourned at 8:53 a.m.