

Explore Minnesota Tourism Council Meeting

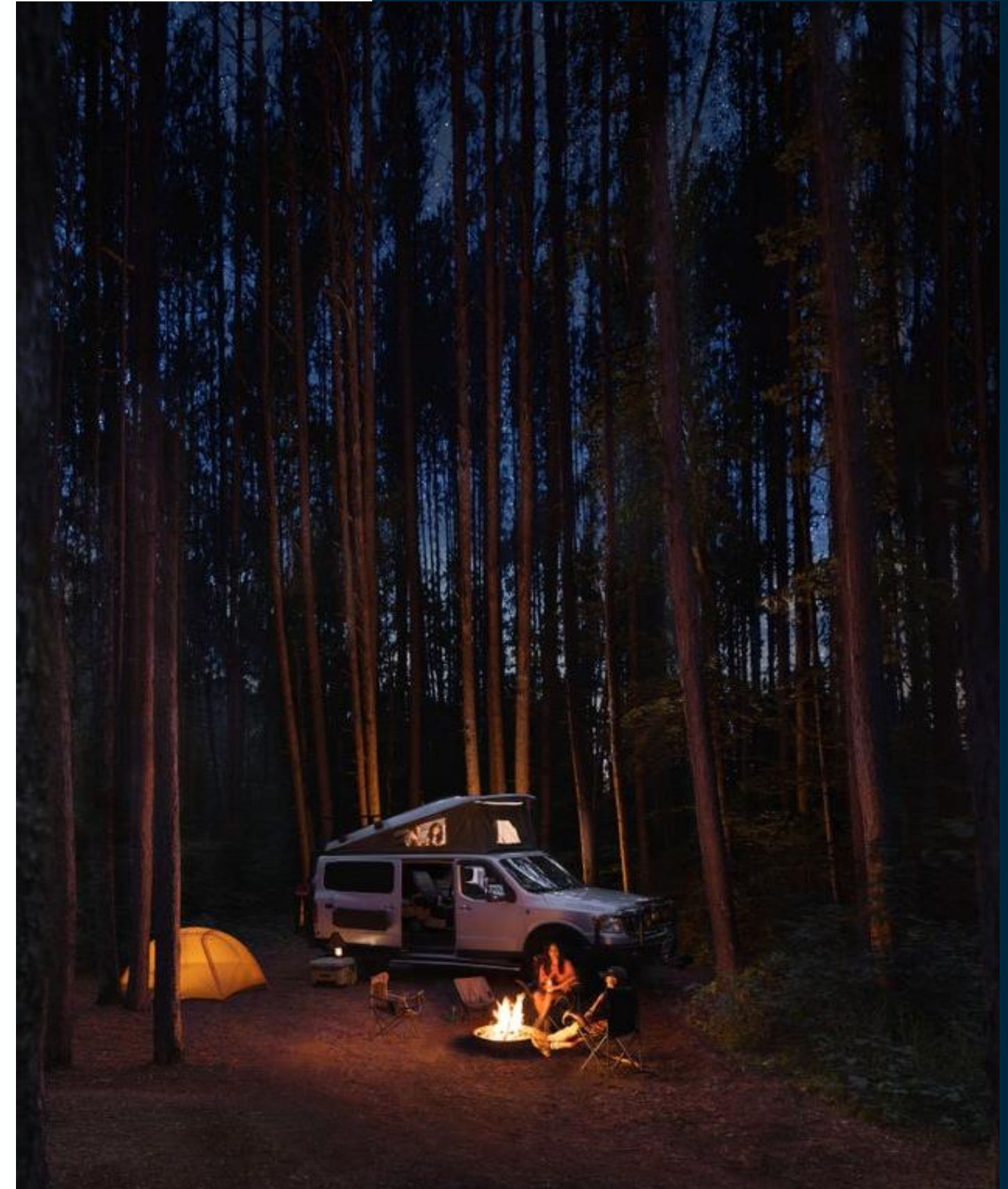
March 12, 2024

m EXPLORE
MINNESOTA™

star of
the north*

Today's Meeting Agenda

- 10:00 a.m. Welcome
- Introductions – Explore MN Leadership
 - Full Council Roster; New Council Members
 - Council Resources on Tourism Industry Site
 - Quarterly Reports
- 10:10 a.m. Roll Call: Council members introduce yourself and share industry updates (please limit to 2 minutes)
- 11:15 a.m. Explore MN team updates
- Destination Marketing
 - Livability Marketing
 - Destination Development
 - Outdoor Recreation
 - Legislative/Administrative
 - Committees
- 11:50 a.m. Questions
- 12:00 a.m. Adjourn





Welcome

- **Introductions – Explore MN Leadership**
- Full Council Roster; New Council Members
- Council Resources on Tourism Industry Site
- Quarterly Reports



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COUNCIL MEMBERS

- ❖ Lauren Bennett McGinty, Council Chair
Explore Minnesota
- ❖ Dave Baker, House Representative
MN House of Representatives
- ❖ Cindy Wannarka, Northwest Region
Leech Lake Area Chamber of Commerce
- ❖ Courtney Ries, Metro Region
Meet Minneapolis
- ❖ Chuck Dougherty, Bed & Breakfast Representative
Water Street Inn
- ❖ Laurie Staiger, Chamber of Commerce Representative
Woodbury Chamber of Commerce
- ❖ Nicholas Leonard Ph.D., County Representative
Otter Tail County
- ❖ Ashlee Ciora, Golf Representative
Women's Golf & Travel
- ❖ Mike Schwieters, Resorts Representative
Boyd Lodge
- ❖ Sara Soli, Sports Representative
NSC Sports
- ❖ Colleen Smith, Tourism Business Representative
Vista Fleet
- ❖ Cheyanne St. John, Tribal Nations Representative
Lower Sioux Indian Community

- ❖ Robert Farnsworth, Senator
MN State Senate
- ❖ Josiah Hill, House Representative
MN House of Representatives
- ❖ Beth Pierce, Northeast Region
Iron Range Tourism Bureau
- ❖ Ed Hoffman, Southern Region
Lake City Chamber of Commerce
- ❖ Heidi Swank, Arts and Culture Representative
Rethos
- ❖ Nort Johnson, Convention & Visitors Bureau Representative
Faribault Area Chamber of Commerce and Tourism
- ❖ Laura Mullen, Craft Beverage Representative
Bent Paddle Brewing
- ❖ Marianna Khauv, Lodging Representative
Best Western Plus Chelsea Hotel
- ❖ Stephanie Shimp, Restaurant Representative
Blue Plate Restaurant Company
- ❖ Paul Larsen, Tour Operator Representative
Ed-Ventures
- ❖ Jana Webster, Transportation Representative
Minneapolis/Saint Paul International Airport/Foundation

- ❖ Grant Hauschild, Senator
MN State Senate
- ❖ Xinyi Qian, UMN Tourism Center Representative (Ex-Officio)
University of Minnesota Tourism Center
- ❖ Rachel Thompson, Central Region
Visit Greater St. Cloud
- ❖ Daniel Hartman, At Large Representative
Duluth Entertainment and Convention Center
- ❖ David Langhoff, Campground Representative
Shady Rest Resort
- ❖ Kate Setley, Convention Facility Representative
River Centre
- ❖ Danyl Vavreck, Festivals & Events Representative
Minnesota State Fair
- ❖ Frank Soukup III, Resorts Representative
Grandview Lodge
- ❖ Molly Luther, Retail Sales Representative
Molly Poppin's Gourmet Snacks
- ❖ Bob Bierscheid, Trails Representative
Parks & Trails Council of Minnesota
- ❖ Justin Graddy, Travel Media Representative
Buffalo Media Group



New members

- **Ashlee Ciora**, Golf Representative (former Travel Agency Representative)
- **Justin Graddy**, Travel Media Representative
- **Laura Mullen**, Craft Beverage Representative
- **Erika Rivers**, Outdoor Recreation Representative
- **Mike Schwieters**, Resorts Representative
- **Cheyenne St. John**, Tribal Nations Representative
- **Laurie Staiger**, Chamber of Commerce Representative



Your Role as a Council Member

- You have been appointed to an official seat which represents a sector or stakeholder group of the Minnesota tourism and hospitality industry.
- In this capacity, your duty is to represent the broad interests and viewpoints of the assigned industry sector and you are expected to have regular interface with the stakeholders of that sector.
- You are asked to provide a Quarterly Sector Report prior to each regularly scheduled Tourism Council meeting.
- You may be asked to serve on Tourism Council subcommittees or task forces.
- There is no compensation or reimbursement of expenses related to serving as a Member of the Explore Minnesota Tourism Council.



Your Role as a Council Member

- Your seat is appointed to you alone and cannot be transferred.
- If you are unable to represent the sector seat you are appointed to for any reason, such as inability to continue to serve or represent the interests of the sector, leaving the industry, moving out of Minnesota or retirement, you may choose to resign your seat prior to end of your appointment. Resignations are to be made in writing and can be sent to Explore Minnesota Tourism Council Staff, Office of the Governor or Office of Boards and Commissions.
- You are appointed for a four-year term but may continue to serve in a voting capacity until your seat has been replaced or reappointed.
- All meetings are public and of public record.



Welcome

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- **Council Resources on Tourism Industry Site**
[Exploreminnesota.com/tourismcouncil](https://www.exploreminnesota.com/tourismcouncil)
- Quarterly Reports

About Us

- Our Office
- Mission and Goals
- Tourism Council**
- Staff Directory
- Share your comments or ask a question

Tourism Council

The Explore Minnesota Tourism Council consists of people from a multitude of sectors in hospitality and to the governor to serve in an advisory capacity to Explore Minnesota. The purpose of the Tourism Council is to represent the interests of tourism in Minnesota by promoting activities that support, maintain, and expand the state's domestic and international travel market, thereby generating increased visitor expenditures, tax revenue and employment. The Minnesota Tourism Council consists of up to thirty-five (35) members appointed by the governor, including the Governor of Minnesota, who serves as chair. The council is enabled through legislation, M.S. 116U.25 (Laws of Minnesota 2004, Chapter 104/30/2004).

Questions regarding the Explore Minnesota Tourism Council may be directed to Beth Helle at beth.helle@exploreminnesota.com

Council Members: Please click below to submit your quarterly sector report by **June 1, September 1 and December 1**

[Submit Explore Minnesota Tourism Council Quarterly Sector Report](#)

2024 Meetings of the Tourism Council

All meetings run from 10 a.m. to 12 p.m. CST.

Date	Location
Tuesday, March 12	Virtual
Wednesday, June 12	Explore Minnesota Office in St. Paul
Tuesday, September 10	Virtual
Tuesday, December 10	Virtual



[Members](#)



[Minutes](#)



[Tourism Council Application](#)

Member Resources

Tourism Council Member Hub

- Meeting dates
2024: March 12; June 12; September 10; December 10
- Meeting minutes
- [Council Quarterly Reports](#)
- Member Roster

Tourism Industry Website

Explore Minnesota Staff Roster

St. Paul Office Directions

Primary Contacts:

Lauren Bennett McGinty Executive Director—Council Chair

Beth Helle, Deputy Director Destination Development, Council Oversight

Marya Barsanti, Executive Aide—Council Staff



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- **Quarterly Reports**

Council Member Quarterly Reports

To be completed by
the first day of the
month of each
meeting (**June 1,
September 1,
December 1**)



Explore Minnesota Tourism Council Member Quarterly Sector Report

* Required

1. Name

Enter your answer

2. Appointed Seat: Industry sector you represent

Enter your answer

3. Sector Conditions Summary (last quarter) *

Enter your answer

4. Sector Conditions Forecast *

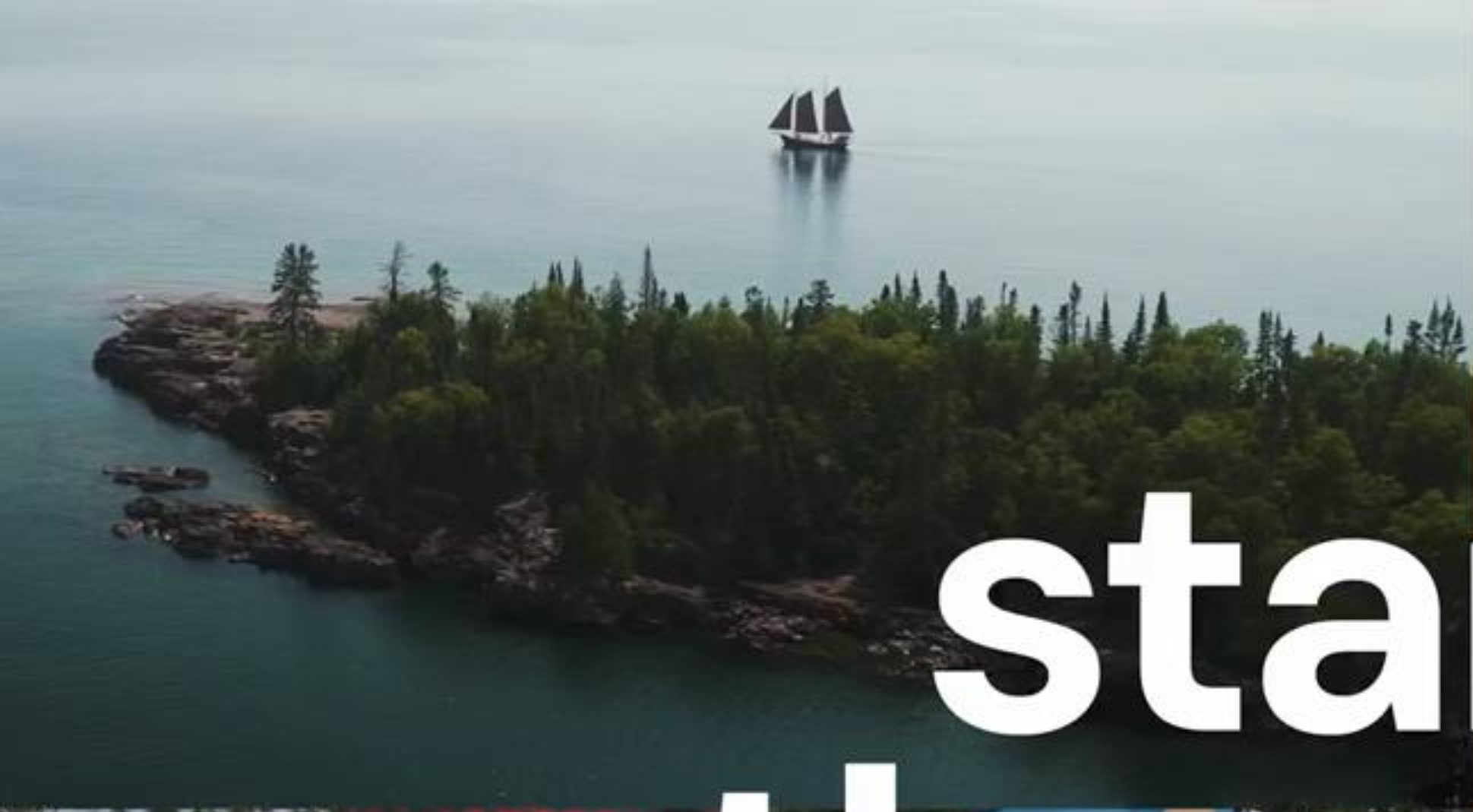
Enter your answer



Destination Marketing

Kat Sutton

Deputy Director of Destination Marketing



star of the north



MINNESOTA TRAVEL STORIES





Star of the North - Travel

- Spring / Summer paid campaign launched Mar 4:
 - Broadcast in select cities
 - AFAR Custom Content Package & Editorial Sponsorship with Video Billboards
 - Q.Digital Video and Custom Content Packages + Pre-roll and In-read
 - Connected TV and Programmatic TV
 - Facebook and Instagram
 - Programmatic Native
 - Paid Search (SEM)
 - Twins partnership



Sunset OUTDOORLIFE USNews FOODBEAST Fodor'sTravel SFGATE SAVEUR TIME

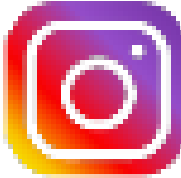
Spring/Summer Campaign Media Map - Travel





Travel Niche Spring / Summer Campaign

- Launches Mon, Apr 1 – national reach for Paddling, Fishing, and Golf. Paid partners include:





Fall / Winter Preview: Minnesota Travel Story 4

- Multi-generational family of wellness seekers from California
- Travel from Central MN (Nisswa) > Metro Stops include:
 - Nature Link
 - Northland Arboretum, Grand View Lodge Rec Center
 - **Dining:** MN Traders Co, Sherwood North
 - Mall of America
 - Roadrunner Records
 - **Dining:** The Market at Malcolm Yards, Stepchild





Fall / Winter Preview: Minnesota Travel Story 5

- Three sporting enthusiast friends from Toronto
- Travel from Metro > Southern MN. Stops include:
 - Cross country skiing @ Theodore Wirth Regional Park
 - Davidson Hotel
 - Curling @ St. Paul Curling Club
 - **Dining:** Backstory Coffee, Four Seasons (Nordic Village), Alma Café, Marc Heu, Midtown Global Market
 - Faribault Woolen Mills
 - Red Wing Shoe Company & Museum
 - **Dining:** King's Place Bar and Grill
 - National Eagle Center
 - Minnesota Marine Art Museum
 - Climbing the summit @ Winona Ice Climbing Festival





Livability Marketing

Jacqueline Lloyd Cunningham
Deputy Director of Livability Marketing



star of the north



LIVING MINNESOTA



Star of the North - Livability

Launched March 4!

Integrated paid, owned and earned strategy

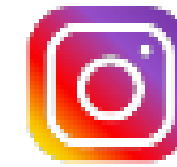
Targeting job seekers in key strategic industries

- IT
- High-tech manufacturing
- Education
- Health and Wellness

CONDÉ NAST

WIRED

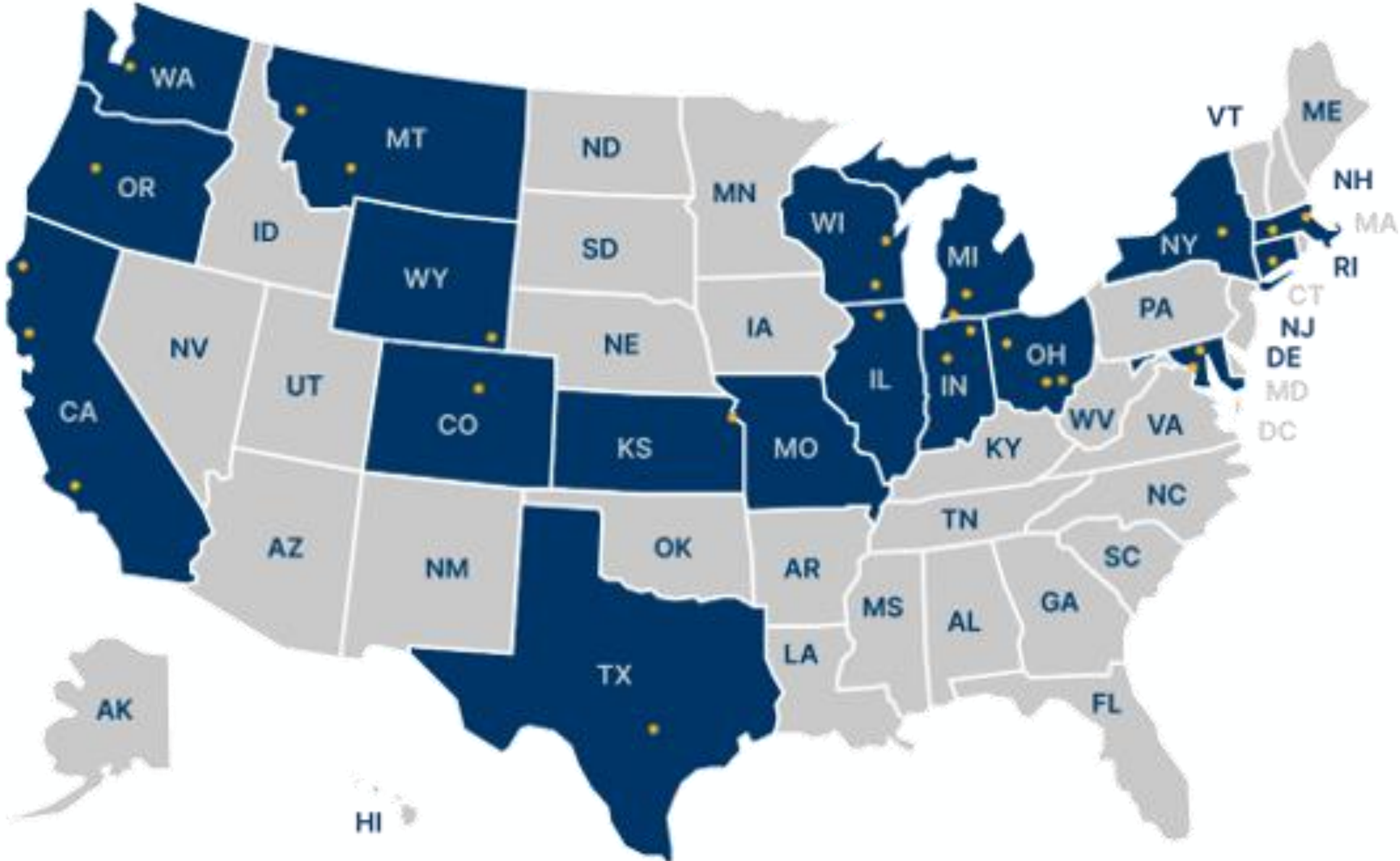
iHeart
RADIO



YouTube



Phase 1 Campaign Media Map - Livability





Phase 2—Business Attraction

Mar – Jun '24

Develop business attraction campaign strategy and plan
Partner with DEED to merge website content

Jul – Oct '24

Launch business attraction campaign
Develop collateral for marketing shows and events

Key messaging & considerations

- Business development incentives
- ESG promotions (some already happening as part of statewide brand positioning & talent attraction messaging)
- Stories from existing business owners and new businesses
- International marketing, tie into trade office efforts



Phase 3—College + Resident Recruitment

Oct – Dec '24

Develop college/resident retention campaign plan findings to college/resident campaign

Connect with additional state agencies on incentives

Jan – May '25

Launch college/resident campaign

Key messaging & considerations

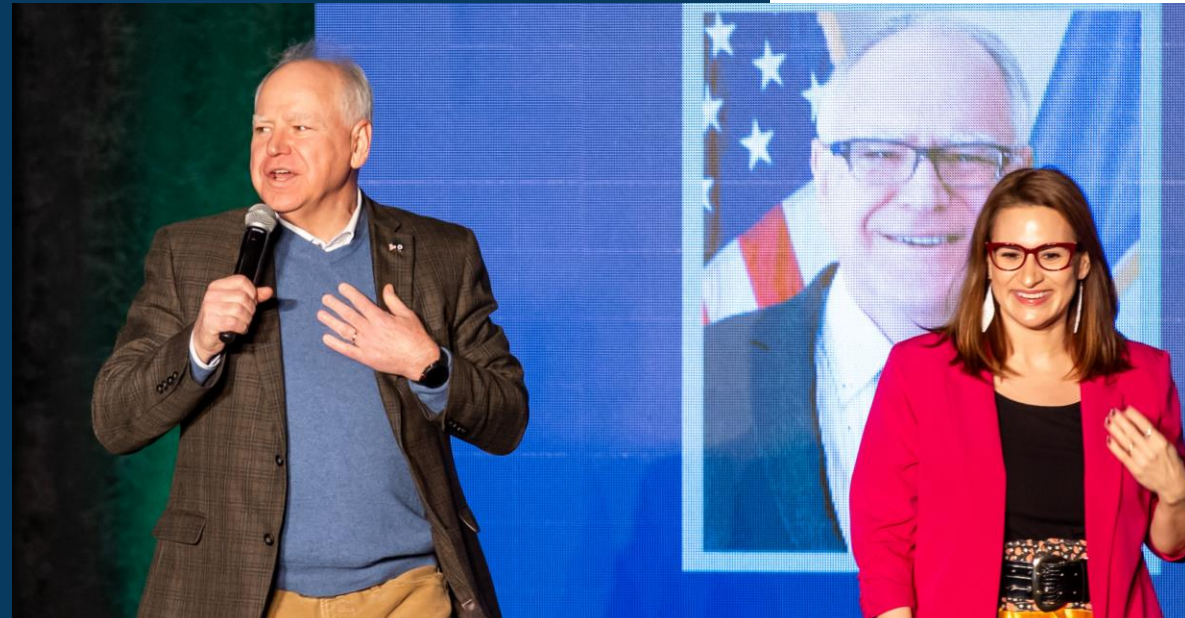
- Emphasize Drive for Five industries
- Outline pathing for things like career development and homeownership around the state
- Comparison to neighboring/other states with high MN export numbers



Destination Development

Beth Helle

Deputy Director of Destination Development



2024
TOURISM
CONFERENCE
ROCHESTER / FEB. 26-27



Explore Minnesota Tourism Conference

- Evaluating 2024 feedback
- Formatting 2025 conference needs
- Accessible, affordable and high quality
- RFP with Dept of Admin (Q2)
 - 2 contracts – facility; technical support
- Location Greater MSP Metro
 - General session: 500
 - Marketplace: 50 vendor booths
 - 4 concurrent breakouts: 125 theater /staging + tech
 - All sessions recorded
 - Explore Minnesota Tourism Awards
 - Host community option for networking event



2024 Legislative Session & Administrative Updates



February Forecast

- The State has a \$3.7 billion surplus.
- MMB, the Governor's office and House & Senate leadership are urging caution.
- There is potential for a budget shortfall over the next 2.5 years.
- Top priorities are a bonding bill, technical fixes and implementation of last years work. New spending will be minimal.



SBA Loan Opportunity

- MN has unlocked federal funding for small businesses impacted by the warmest winter on record.
- 81 counties are covered by the USDA disaster declarations for drought.
- Applications and assistance can be found at <https://lending.sba.gov>



Administrative Updates

Lauren Bennett McGinty

Executive Director



Subcommittees

- Education / Industry Relations
- Marketing
- Legislative
- Outdoor Recreation
- Livability



Council meeting schedule

- ✓ Tuesday, March 12 (virtual)
- Wednesday, June 12 (in person – Explore MN Office – 121 7th Pl. E., St. Paul, MN 55101)
- Tuesday, September 10 (virtual)
- Tuesday, December 10 (virtual)



Questions

thank you!



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