



7:30 a.m. Wednesday, July 11, 2018
West Fargo City Hall - Commission Chambers

AGENDA

1. Call to Order
2. Approval of Minutes – June 13, 2018
3. Monthly Budget Reports
4. New Applications – Dakota 50/50
5. New Business
6. Review upcoming tourism and events projects
7. Non-Agenda
8. Correspondence
9. Adjourn



7:30 a.m. Wednesday, June 13, 2018
West Fargo City Hall

Members Attending: Mark Simmons, Will Foss, Kurtis Karn, Gordy Ferkul

Members Absent:

Others Attending: Melissa Richard, Ellen Rossow

The meeting was called to order by Commissioner Mark Simmons.

There was a unanimous decision to approve the minutes of Wednesday, May 9. No opposition. Motion carried.

The monthly budget report was reviewed. Cruise Night funds have increased due to the addition of sponsorships. Melissa Richard advised that funds will continue to increase.

The West Fargo Police Department requested \$1000 from the committee for their annual Night to Unite event. Ellen Rossow was available to answer any questions of the committee about the event. The committee voted to provide funding to the event, as they had in years past.

For new business, the committee had a discussion about the West Fargo Events nonprofit, the City of West Fargo's contract with that group, and the relationship that group will have with City events, such as Cruise Night. This was a general discussion.

Melissa Richard provided a review of upcoming Tourism and Events projects.

Regarding Cruise Night, Melissa discussed the relationship with the new POW/MIA plaza, location of the food court for the events, and some insight into her meeting with public works, police and other behind-the-scenes entities in preparation for the first Cruise Night.

Regarding the Red Ball Project, the artist was said to be coming to the area in the end of June to scout for places. Melissa suggested Veteran's Boulevard and the POW/MIA plaza.

Regarding West Fest, Melissa described the online parade registration form she hopes will be available soon, until then a pdf/paper version of the form will be made available to interested parties. Melissa shared the idea of "premiere" sponsorship opportunities for businesses. A general discussion about the relationship with this event and West Fargo Events ensued.

Regarding, the Street Fair, Commissioner Mark Simmons requested follow-up information for next meeting.

Gordy Ferkul brought to the committee his decision to resign from his duties with the committee due to his leaving the Fargo-Moorhead Convention & Visitor's Bureau. He is hoping to find a replacement shortly.

The committee held a general discussion about the possibility of a West Fargo convention center.

Gordy Ferkul moved and Kurtis Karn seconded to adjourn the meeting. No opposition. Meeting adjourned.

CITY OF WEST FARGO
West Fargo, North Dakota

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
TOURISM & EVENTS COMMITTEE
July 6, 2018

	Fund 2900	Fund 2800	Tourism & Events Committee Fund 2140				Total Fund
	Cruise Night	West Fest	Taste of West Fargo	Arts Social	Tree Lighting	Other Uses	
Revenues:							
Interest						176.62	176.62
Sponsorships	10,300.00						-
Parade Participation Fees							-
Softball Registration							-
Donations							-
Vendor Fees	2,040.00						-
Ticket Sales							-
Total Revenues	\$ 12,340.00	\$ -	\$ -	\$ -	\$ -	\$ 176.62	\$ 176.62
Expenditures:							
Current:							
Advertising	1,000.00					1,670.00	1,670.00
Donations	2,000.00					6,500.00	6,500.00
Culture and Recreation	665.50	550.00					-
Total Expenditures	\$ 3,665.50	\$ 550.00	\$ -	\$ -	\$ -	\$ 8,170.00	\$ 8,170.00
Excess (Deficiency) of Revenues Over Expenditures	\$ 8,674.50	\$ (550.00)	\$ -	\$ -	\$ -	\$ (7,993.38)	\$ (7,993.38)
Other Financing Sources (Uses):							
Lodging Tax							0.00
Transfers in						10,000.00	10,000.00
Transfers out							
	-	-	-	-	-	-	10,000.00
Net Change in Fund Balances	\$ 8,674.50	\$ (550.00)					\$ 2,006.62
Fund Balances - January 1	\$ 13,148.24	\$ 30,113.82					\$ 58,739.12
Fund Balances - July 6	\$ 21,822.74	\$ 29,563.82	-	-	-	-	\$ 60,745.74



VISITORS PROMOTION FUND APPLICATION

PLEASE READ THE GUIDELINES FOR VISITOR PROMOTION FUNDS BEFORE COMPLETING YOUR APPLICATION. TO BE ELIGIBLE, A PROJECT MUST MEET THESE GUIDELINES.

Date: June 29, 2018

Project Name or Event: Dakota 50/50 Sale, Futurity & Maturity

Date project to be held: November 2nd, 3rd & 4th, 2018

Organization Sponsoring Project or Event: Dakota 50/50

Project Contact: Janine Gustafson Phone: 701-477-5434

Contact Address: PO Box 255, St. John, ND 58369

Amount of Funds Requested from Visitors Fund: \$ 1,000

Brief description of project: 2 day Horse Show/Competition for 2 year old horses, 1 day Show/Competition for 4, 5 & 6 year olds, 1 day Ranch Horse Versatility Competition for American Quarter Horse Assoc horses, open Barrel Racing Contest and sale of approximately 55 weanling horses.

List vendors and expenses to be paid with Visitors Committee Funds. Preference will be given to requests utilizing West Fargo businesses:

NDSU Equine Centre and services of the NDSU Rodeo Club

Has this project been held previously? yes Number of years held: 14

If yes, previous locations: NDSU Equine Centre, West Fargo

Estimated Attendance at Event or Project: Spectators: 350-400 Participants: approx 200

West Fargo Facilities to be utilized: NDSU Equine Centre, hotels, restaurants, bars, gas stations/c-stores and retail outlets.

Estimated Budget

		<u>Previous Year</u>	<u>Projected</u>
<u>Income:</u>			
Admissions		0	0
Sponsorships/Advertising		13,348	13,000
Entry Fees		12,026	12,500
Other	Member Dues, Consign fees	8,403	7,500
TOTAL INCOME:		33,777	33,000
<u>Expenses:</u>			
West Fargo Facilities		5,200	5,500
West Fargo Businessess		4,000	4,200
Other	Advert/Judges/Catalog	26,552	23,000
TOTAL EXPENSES:		35,752	32,700
PROCEEDS/PROFIT:		-1,975	300

Please list distributions of last year's proceeds and plans for this year's proceeds.

Rental of the NSDU Equine Centre November 2nd-5th and services of the NDSU Rodeo Club.

Comments:

Presented by: Janine Gustafson

Date: 6/29/2018

From: Andy Maus
To: [Rich A. Mattern](#); [Melissa J. Richard](#)
Cc: [brad](#); bachmebr@mnstate.edu; [Sandy Thompson](#)
Subject: The RedBall Project Follow Up
Date: Thursday, July 05, 2018 10:35:57 AM
Attachments: [image001.jpg](#)

Mayor Mattern, Melissa Richard and friends at the City of West Fargo:

Last week, we held our site visit with Kurt Perschke to determine placements for The RedBall Project here. Leading up to this, we reiterated with the artist our intentions of involving all three of the cities that encompass much of the metro.

Unfortunately for West Fargo, however, the artist chose to keep the project between Fargo and Moorhead sites. The reasons for this are two-fold: (1) The project is scheduled for 7-days (as opposed to 10-days that we would have liked) which limited the scope; and (2) The site determinations were made with a primary criteria of engaging large concentrations of pedestrian foot traffic.

We see that this creates a complication with your sponsorship as we were not able to uphold our stated objective of including all 3 cities equitably. So we understand if this affects West Fargo's interest in sponsoring the project. Your pledge payment has not yet been received, so if you choose to rescind your sponsorship, there is no need to send it.

Please let us know how you would like to proceed – either way, we would understand. We very much appreciate your willingness to engage with the Museum and artists who create public art. Regardless of your decision, the Museum continues to be interested in working with The City of West Fargo on future public art and creative placemaking projects (there will be more ☺).

Andy at the Plains

Andrew J. Maus

Director & CEO

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