



7:30 a.m. Wednesday, Jan. 10, 2018
West Fargo City Hall

Members Attending: Rich Mattern, Mark Simmons, Will Foss

Members Absent: Gordy Ferkul

Others Attending: Matthew Marshall, Melissa Richard

The meeting was called to order by Mayor Rich Mattern.

Mark Simmons moved and Will Foss seconded to approve the minutes of Wednesday, Nov. 8, 2017. No opposition. Motion carried.

The monthly budget and income reports for period ending Dec. 31, 2017, were reviewed by the Visitors Committee. Melissa Richard to follow up with the committee with an updated budget review and itemized list of donations.

No new event applications were received.

No new event forms were received.

Matthew Marshall introduced Melissa Richard, communications director for the City of West Fargo, to the Tourism and Events Committee. Community events has moved to the communications department and Melissa Richard and yet to be hired communications coordinator, will report to the Tourism and Events Committee with activities.

Matthew Marshall provided an update on the development of the West Fargo Events nonprofit organization. The group is currently working to outline by laws to define their scope, but are projected to provide support for raising funds for events in West Fargo, planning and tactical execution of City of West Fargo events, and programming at the future downtown city pavilion and The Lights at Sheyenne 32 pavilion. Discussion ensued regarding the need to review the West Fargo Events by laws to understand the full scope and expectations of the organization and further discuss how the committee and West Fargo Events will interact.

Melissa Richard reviewed the approved, upcoming events.

- Regarding the health fair, Melissa Richard reported that current staffing levels would make it difficult to execute the health fair idea by February. Commissioner Simmons and Mayor Mattern instructed that this event should be canceled.
- Because the child safety event will be a partnership with the West Fargo Police Explorers largely focused on a bike rodeo conducted by the Explorers, Melissa Richard reported that this would be a feasible event for the committee to support. Commissioner Simmons and Will Foss instructed to continue the partnership.
- Regarding West Fest, Melissa Richard proposed presenting a roadmap at the next Tourism and Events Committee with information on how to proceed with planning, selecting West Fest events and recruiting for sponsors, volunteers and event participants. There was no objections.
- Commissioner Simmons requested research on adding a street fair to the city's lineup events. Melissa Richard to provide information at a future date.

Melissa Richard introduced a discussion of planning to the committee.

- Mayor Mattern reported a new member for the committee was needed and the committee should look to the hotel industry for a new member. Discussion ensued regarding the required qualifications for a new member. Melissa Richard to review the bylaws and provide an email update to the committee regarding what the requirements are, and the process for adjusting the bylaws if desired.
- Melissa Richard inquired about the committee member's vision for the committee.
 - Mayor Mattern's feedback included:
 - Activities that make West Fargo a destination
 - Art installations that help define areas - such as wrapping electrical boxes in art.
 - Prioritizing Sheyenne Street for events and tourist destinations to assist in the downtown revitalization, but ensuring other areas of the city also receive attention.
 - Opportunities abound for us to improve, such as holiday events, showing off community assets like the airport,
 - Commissioner Simmons's feedback included:
 - Activities that make West Fargo better
 - Research what other communities are doing and how they fund those efforts. (Melissa Richard to follow up at a future date with more information.)
 - Having the community services/events staff bring fresh ideas to the committee
 - Honoring veterans with special events
 - Will Foss's feedback included:
 - Looking to build on the success of the Veterans Art Show
 - Designing events that bring money back to the community

There were no non-agenda items.

Melissa Richard provided a report from the Dakota Horse Association regarding the event the Tourism and Events Committee supported.

Will Foss moved and Commissioner Simmons seconded to adjourn the meeting. No opposition. Meeting adjourned.