



7:30 a.m. Wednesday, Feb. 28, 2018
West Fargo City Hall

Members Attending: Rich Mattern, Mark Simmons, Will Foss, Gordy Ferkul

Members Absent:

Others Attending: Melissa Richard, Aaron Mitchell

The meeting was called to order by Mayor Rich Mattern.

Commissioner Mark Simmons moved and Gordy Ferkul seconded to approve the minutes of Wednesday, Jan. 10, 2018. No opposition. Motion carried.

The year-end budget and income reports for 2017 were presented by Aaron Mitchell and reviewed by the Visitors Committee. Direction was provided for individual event committees to create event budgets that will then be brought to the Tourism and Events Committee for final approval.

The committee reviewed the Minn-Kota Feline Cat Show application for \$1,000. Commissioner Simmons moved and Gordy Ferkul seconded to approve the application. No opposition. Motion carried.

No new business was discussed.

Gordy Ferkul provided an update from the F-M Conventions and Visitors Bureau (CVB) board of directors, which included the board examining The Arts Partnership sponsorship, Moorhead State University-Moorhead's (MSUM) plans to develop an alumni center and the board's decision to support a performance arts center in downtown Fargo.

Brad Bachmeier, MSUM art professor, and Andrew Maus, executive director of the Plains Art Museum, presented The RedBall Project. The RedBall Project is a

public art installation that would be moved throughout the metro area for a period of 10 days the first week in October to draw attention and community engagement. The Fargo Arts and Culture Commission, MSUM, CVB and Fargo Parks District have all indicated they would provide financial support to bring the project to the Fargo-Moorhead area. The committee expressed interest in the project and directed the organizers to reach out to additional West Fargo partners to inquire about financial support. The committee also expressed a desire to ensure the number of days the project is placed in cities equitably. The organizers offered that a planning committee would be formed if the project does move forward and West Fargo representatives would be invited to participate to ensure such matters. Will Foss motioned to plan for the committee to contribute at most \$8,000 to the project, with the caveat that the organizers should continue to reach out to additional sponsors and that the amount could change based on the number of partners and days it will be placed in West Fargo. Commissioner Simmons second. No opposition. Motion carried.

Melissa Richard reviewed upcoming tourism and events projects:

- Regarding the child safety fair, the event is scheduled for 5-8 p.m. Thursday, May 24, 2018, in the south parking lot of City Hall. It will include the West Fargo Police Department, West Fargo Police Explorers, West Fargo Fire Department, F-M Ambulance and an organization for child IDs. The planning committee is working to reserve the L.E. Berger parking lot for parking, Dairy Queen coupons for participants and Commissioner Simmons recommended researching organizations that provide free car seats.
- Regarding West Fest, Melissa Richard will prepare a survey to send to past sponsors to gauge the effectiveness of the sponsorships and value-adds. The committee also provided direction to gauge the appetite for sponsors who would support individual events, such as the street dance. A draft of the survey will be provided for review at the next meeting.

A few organizations have also inquired about adding their events to the West Fest lineup, including the Red River Marksmanship Center and the West Fargo Shakers. Melissa Richard will reach out to these organizations for more information.

- Regarding Cruise Night, staff met with Toppers and discussed the committee's ongoing commitment to the event. A decision does have to be made regarding the location of the sponsor parking and broadcast trailer. When the civic plaza is ready, which will be sometime this summer, sponsors and the broadcast trailer will be parked in front of the plaza. Until then, organizers will look at parking the sponsors in front of Sheyenne Plaza

and locating the broadcast trailer to the north of the cars, in front of the plaza's future location.

- D-S Beverages will be celebrating their 50th anniversary and bringing the Budweiser Clydesdales to the metro. They are interested in bringing the Clydesdales to West Fargo Saturday, May 17, and having them on display at the VFW. Melissa Richard to contact D-S Beverages to find out more information.
- Melissa Richard to continue to do research on street fairs, but has identified that the Fargo Street Fair is supported and organized by the Downtown Community Partnership.

Melissa Richard informed the committee that the forestry department is working on placing a sign and bench at the Maple Ridge stand of trees honoring fallen soldiers. The department is hoping to install the sign and bench around Memorial Day.

Melissa Richard provided an update that she will be conducting interviews for the Communications Coordinator position Thursday, Feb. 29, and hopes to move quickly on a hire.

Under non-agenda items, Will Foss reminded the committee to discuss finding a new member of the Tourism and Events Committee to fill the vacancy. Melissa Richard to send a link to the board application to the members of the committee. The new member only needs to be a resident of West Fargo and does not need to have any specific industry experience.

Mayor Mattern also reported that he is investigating movable art panels to be used during Cruise Night.

There was no correspondence.

Gordy Ferkul moved and Commissioner Simmons seconded to adjourn the meeting. No opposition. Meeting adjourned.