



7:30 a.m. Wednesday, March 14, 2018
West Fargo City Hall

Members Attending: Mark Simmons, Will Foss, Gordy Ferkul

Members Absent: Rich Mattern

Others Attending: Melissa Richard

The meeting was called to order by Commissioner Mark Simmons.

Will Foss moved and Gordy Ferkul seconded to approve the minutes of Wednesday, Feb. 28. No opposition. Motion carried.

The monthly budget report was reviewed. No significant changes were made.

No new applications were received.

Will Foss presented the Summer Fun magazine full-page ad opportunity. This would be an insert that will be in the Sunday, May 13, 2018 edition of The Forum and available digitally. Melissa to provide Will Foss with new dates for ad and Will Foss to replace picture with fireworks at Bonanzaville. Gordy Ferkul moved and Commissioner Simmons seconded to approve submitting the ad. No opposition. Motion carried.

Gordy Ferkul provided an update from the F-M Conventions and Visitors Bureau (CVB) board of directors which included the board deciding against providing financial support to The RedBall Project but Charley Johnson may provide a small financial donation under his budget.

Melissa Richard reviewed upcoming tourism and events projects:

- Regarding the child safety fair, the event will be able to utilize the L.E. Berger parking lot for free.

- Regarding West Fest, Melissa Richard revisited the Red River Regional Marksmanship Center event with a discussion regarding the organization's focus on safety. The committee moved to table the discussion until Mayor Mattern returned. Melissa Richard also presented a sponsorship survey to distribute to West Fargo businesses.
- Regarding Cruise Night, Melissa Richard continues to work to plan the layout of Cruise Night with the new buildings and VFW location. First group meeting is scheduled for April 10, 2018.
- Regarding D-S Beverages Budweiser Horses, Melissa Richard presented the organization's goal to stop in front of the new VFW with the Budweiser horses to provide a photo and community opportunity. Melissa Richard suggested limiting additional activities to a mayoral Armed Forces Day proclamation because of the city's limited staffing and other activities in the Fargo-Moorhead area that day.
- Melissa Richard to continue to do research on street fairs. Commissioner Simmons provided feedback that city should start with a small program and work to expand it. The committee also recommended looking at the first or second week of August as an appropriate time to host a street fair.

Melissa Richard provided an update that she has hired Ellen Rossow for the Communications Coordinator position.

There was no non-agenda items or correspondence.

Gordy Ferkul moved and Will Foss seconded to adjourn the meeting. No opposition. Meeting adjourned.