



CROOKSTON CVB

BIG THINGS HAPPENING IN OUR SMALL TOWN |

MISSION

The objective of the Crookston Convention & Visitors Bureau is to promote the Crookston area as an overnight destination for conferences, conventions, events, sports teams and leisure travelers; thereby enhancing the economic growth of the area

GOALS/PARTNERS

- Work with Blue Line and CYBA to recruit and accommodate sports tournaments
- Work with Ox Cart Days to fill the hotels during the event
- Work with local service clubs and organizations to recruit conventions
- Work with local retailers to have packets and brochures

MARKETING

- CREATE A STAND ALONE WEB PAGE FOR THE CVB
- CREATE ACTIVE SOCIAL MEDIA ACCOUNTS FOR THE CVB
- CREATE ADS FOR CVB MEMBERS TO BE RUN ON CITY PROVIDED TV'S IN THE HOTELS
- CREATE ONLINE (UPDATED) VISITOR GUIDES
- CROSS PROMOTE WITH OTHER TOWNS/ FESTIVALS
- MASTER CALENDAR WITH A GOAL OF FILLING UP EACH WEEKEND
- STRONG PRESENCE WITH CROOKSTON TIMES/KROX

STRUCTURE AND ACCOUNTABILITY

- Annual audit conducted
- Monthly meeting agenda provided to board one week prior to meetings for review
- Advertising plan set up for the year
- Propose to fall under CHEDA umbrella until a more permanent solution is agreed upon
- Chair of the Board reports to the board of directors; how they spend their time will be reported at each meeting

COST SAVINGS

- No brick and mortar (rent)
- Charge for ads in brochure
- Charge for ads in visitors guide
- Lodging tax collected for campground
- Part time paid coordinator

Board Make-Up

Voting Members

- Hotels: Corry Dallager, Laurie Stahlecker
- Restaurants: Paul Gregg, Brent Melsa
- Convenience/ Retail: Tiffany Briggs
- City Council: Dylane Klatt, Jake Fee

Ex Officio

- Blue Line Club Representative
- CYBA Representative
- UMC Representative
- CHS Representative
- Service Club Representative
- DCDP Representative
- Other hotel managers/ owners

Paid Volunteer Coordinator- \$1000/month

Board Meeting Structure/ Responsibilities

- Regular monthly meetings will be held at a time and location selected by board. Special meetings may be called by the Coordinator or at the request of two members
- A majority of the voting members of the board shall constitute a quorum for the transaction of business at any meeting of the CVB.
- CVB shall distribute an annual report during the first quarter of each year. The coordinator is responsible for delivering the report to include progress, activities of the CVB and provide budgets for the upcoming year.
- The CVB shall effectively administer the City of Crookston lodging tax for the purpose of promoting tourism, conventions, seminars, trade shows, sporting events and other activities that will bring overnight stays
- The CVB board shall determine all committees and subcommittees. Committee membership is not limited to the CVB board.
- The CVB board will form self-governing guidelines to include; by laws, code of conduct for board and committee members as well as a defined policy and procedure guideline.
- Terms of office will be determined by board and finalized by voting members