

**CITY OF WILLMAR, MINNESOTA
REQUEST FOR COMMITTEE ACTION**

Agenda Item Number: _____

Meeting Date: _____

Attachments: Yes No

CITY COUNCIL ACTION

Date: _____

- | | |
|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Approved | <input type="checkbox"/> Denied |
| <input type="checkbox"/> Amended | <input type="checkbox"/> Tabled |
| <input type="checkbox"/> Other | |

Originating Department: Administration

Agenda Item: Review of contract for services with Convention and Visitors' Bureau and Chamber of Commerce

Recommended Action:

Committee Chair Ahmann has requested a review of the contract between the City and the Chamber of Commerce for the purposes of the Convention and Visitors' Bureau.

Background/Summary: The City has had a contract with the Chamber of Commerce since 1990 when the lodging tax was established to provide Convention and Visitors services to the City. A copy is attached.

Alternatives: n/a

Financial Considerations: Budget is attached.

Preparer: _____

Signature: 

Comments:

AGREEMENT

BETWEEN THE CITY OF WILLMAR AND
THE WILLMAR AREA CHAMBER OF COMMERCE

THIS AGREEMENT, made and entered into this 6th day of May, 1994, by and between the City of Willmar, a municipal corporation (hereinafter "City") and the Willmar Area Chamber of Commerce (hereinafter "Chamber of Commerce") conducting and operating a division of the Chamber of Commerce known as the Convention and Visitors Bureau (hereinafter "CVB").

WHEREAS, the laws of the State of Minnesota, Minnesota Statute Section 469.190 (1989), authorizes the City to impose a tax on the gross receipts of the furnishing of certain lodging; and

WHEREAS, the City, through the adoption of Ordinance No. 967 established a mechanism for imposition and collection of the tax as authorized by law; and

WHEREAS, the purpose of the collection of said tax is to establish a source of funds to be expended by the City for the advertising and promoting of the City as a visitor and convention center; and

WHEREAS, the CVB has been established as a division of the Chamber of Commerce and has staff, facility and experience to carry out these objectives;

NOW, THEREFORE, BE IT RESOLVED by the parties as follows:

- I. FINANCES. All money received less five (5%) percent administrative fee shall be placed in a special operating fund of the City and shall be designated for the operation and activities of CVB. The City shall establish and maintain separate books and records for the operation and activities of CVB. All CVB transactions shall be processed through City's CVB books and records. The Chamber President or designee shall present monthly expenses to be approved for payment to the City. No unbudgeted obligations or expenses shall be incurred and no money appropriated without prior approval of the City. The fiscal year shall begin January 1 and end December 31. All bank instruments must be co-signed by the Mayor and City Clerk.
- II. SERVICES RENDERED BY CHAMBER. The Chamber shall furnish to the City, within eighteen (18) months (and regularly thereafter) of the implementation of the lodging tax, the following services:
 - A. A CVB Executive Director, with organization management and sales skills to develop the community's hospitality industry.
 - B. Support clerical staff to provide informational services in answering inquiries about the community via mail, telephone and personal contact.

- C. Free conference planning and coordination assistance to organizations and businesses within the City of Willmar, Minnesota.
 - D. Registration personnel to service conventions held in the City of Willmar, Minnesota.
 - E. Supply of convention materials: name badges, City maps, City brochures, signs and attractions list, typewriters, accommodations list.
 - F. Prepare and present audiovisual presentations to groups to attract visitors to the City of Willmar, Minnesota.
 - G. Distribute free brochures, maps and guides of the City of Willmar, Minnesota, to potential visitors and meeting planners.
 - H. Presentations at trade shows, conventions and exhibits to attract new visitors to the City of Willmar, Minnesota.
 - I. Promote the City of Willmar as a convention center for Minnesota by regional advertising of local hospitality, industry and attractions.
- III. ANNUAL REPORT. The City shall distribute an annual financial report during the first quarter of each year.
- IV. HOLD HARMLESS. Any and all employees of the Chamber of Commerce or CVB, or any other persons, while engaged in the performance of any service required by the Chamber of Commerce under this agreement, shall not be considered employees of the City, and any and all claims that may or might arise under the Workers Compensation Act of the State of Minnesota on behalf of said employees or other persons while so engaged, and any and all claims made by the third party as a consequence of any act or omission on the part of the Chamber, or its agents or employees or other persons while so engaged in any of the services provided to be rendered herein, shall in no way be the obligation or the responsibility of the City. And in connection therewith, the Chamber of Commerce, hereby agrees to indemnify, save and hold harmless, defend the City and all its agents and employees thereof, from any and all claims, demands, actions, or causes of action of whatever nature or character arising out of or by reason of actions of the President or the performances of the services provided in accordance with this agreement, excepting therefrom City duties relating to the collection of taxes.
- V. BUDGET. The Willmar Convention and Visitors Bureau shall submit its annual operating budget to the Willmar Chamber of Commerce Board of Directors for approval. Such budget shall then be presented to the Mayor by the Willmar Chamber of Commerce for approval. Such budget shall detail with specificity the uses to which monies received shall be spent to provide the services rendered. The City shall administer the budget.

- VI. EXPENDITURES. The Chamber shall not expend for services rendered under this agreement a sum in excess of ninety-five (95%) percent of the revenue collected by the City under Ordinance No. 967. Five (5%) percent of the gross tax will be transferred to the City to cover administration.
- VII. TERM. Either party can terminate this agreement at any time, upon ninety (90) days written notice to the other party.

IN WITNESS WHEREOF, the parties hereto have executed this agreement.

CITY OF WILLMAR

Dated: 5-6-1994

By: Lester J. Heitzke
LESTER HEITZKE
MAYOR PRO TEMPORE

Dated: May 6, 1994

By: Michael Schmit
MICHAEL SCHMIT
CITY ADMINISTRATOR

WILLMAR AREA CHAMBER OF COMMERCE

Dated: 5-12-94

By: Ken Warner
KEN WARNER
PRESIDENT

Dated: 5-12-94

By: Ray Osterweil
RAY OSTERWEIL
CHAIR OF THE BOARD

CONVENTION & VISITOR'S BUREAU FUND

45005-CONVENTION & VISITOR'S BUREAU

	2010 ACTUAL	2011 ACTUAL	2012 BUDGET	2013 PROPOSED	2013 ADOPTED	
PERSONAL SERVICES						
0110	SALARIES-REG. EMPLOYEES	69,658	73,244	81,000	84,240	84,240
0111	OVERTIME-REG. EMPLOYEES	----	----	----	----	----
0112	SALARIES-TEMP. EMPLOYEES	----	1,763	----	----	----
0113	EMPLOYER PENSION CONTR.	11,850	11,442	14,000	14,500	14,500
0114	EMPLOYER INSUR. CONTR.	579	4,222	5,000	5,000	5,000
	TOTAL PERSONAL SERVICES	82,088	90,671	100,000	103,740	103,740
SUPPLIES						
0220	OFFICE SUPPLIES	2,885	3,791	2,900	3,400	3,400
0221	SMALL TOOLS	1,161	483	----	----	----
0222	MOTOR FUELS & LUBRICANTS	----	----	----	----	----
0223	POSTAGE	483	607	1,100	1,300	1,300
0224	MTCE. OF EQUIPMENT	226	53	1,000	1,000	1,000
0225	MTCE. OF STRUCTURES	----	----	----	----	----
0226	MTCE. OF OTHER IMPROVE.	----	----	----	----	----
0227	SUBSISTENCE OF PERSONS	----	----	----	----	----
0228	CLEANING & WASTE REMOVAL	----	----	----	----	----
0229	GENERAL SUPPLIES	1,814	2,348	1,800	2,200	2,200
	TOTAL SUPPLIES	6,569	7,282	6,800	7,900	7,900
OTHER SERVICES						
0330	COMMUNICATIONS	2,548	3,100	3,900	4,200	4,200
0331	PRINTING & PUBLISHING	2,161	1,835	2,000	2,000	2,000
0332	UTILITIES	----	----	----	----	----
0333	TRAVEL-CONF.-SCHOOL	4,702	6,221	4,700	5,000	5,000
0334	MTCE. OF EQUIPMENT	508	----	----	----	----
0335	MTCE. OF STRUCTURES	----	----	----	----	----
0336	MTCE. OF OTHER IMPROVE.	----	----	----	----	----
0337	SUBSISTENCE OF PERSONS	----	----	----	----	----
0338	CLEANING & WASTE REMOVAL	----	----	----	----	----
0339	OTHER SERVICES	933	447	----	----	----
	TOTAL OTHER SERVICES	10,852	11,603	10,600	11,200	11,200

CONVENTION & VISITOR'S BUREAU FUND

45005-CONVENTION & VISITOR'S BUREAU (CONTINUED)

	2010 ACTUAL	2011 ACTUAL	2012 BUDGET	2013 PROPOSED	2013 ADOPTED
OTHER CHARGES					
0440 RENTS	7,519	7,519	8,000	8,000	8,000
0441 INSURANCES & BONDS	330	330	350	355	355
0442 AWARDS & INDEMNITIES	155	456	200	200	200
0443 SUBSCRIPTIONS & MEMBERSHIPS	1,385	2,849	1,500	1,600	1,600
0444 INTEREST	----	----	----	----	----
0445 LICENSES & TAXES	----	----	----	----	----
0446 PROFESSIONAL SERVICES	2,407	2,098	2,400	2,400	2,400
0447 ADVERTISING	770	----	----	----	----
0449 OTHER CHARGES	88	13	5,300	1,300	1,300
TOTAL OTHER CHARGES	12,654	13,265	17,750	13,855	13,855
CAPITAL OUTLAY					
0550 LAND	----	----	----	----	----
0551 BUILDINGS & STRUCTURES	----	----	----	----	----
0552 FURNITURE & EQUIPMENT	----	----	----	----	----
0553 MACHINERY & AUTO	----	----	----	----	----
0554 OTHER IMPROVEMENTS	----	----	----	----	----
TOTAL CAPITAL OUTLAY	0	0	0	0	0
DEBT REDEMPTION					
0660 BONDS	----	----	----	----	----
0661 CONTRACTS	----	----	----	----	----
TOTAL DEBT REDEMPTION	0	0	0	0	0
TRANSFERS OUT					
0701 TRANSFER OUT-GENERAL	7,250	7,000	7,000	7,500	7,500
0731 TRANSFER OUT-C.P. CIVIC CT.	----	----	----	4	----
0745 TRANSFER OUT-CAP. IMPROVE.	----	2,500	----	----	----
TOTAL TRANSFERS OUT	7,250	9,500	7,000	7,500	7,500
OTHER DISBURSEMENTS					
0882 REFUNDS & REIMBURSEMENTS	----	410	----	----	----
0884 MARKET VALUE ADJUSTMENT	3,536	2,250	----	----	----
TOTAL OTHER DISBURS.	3,536	2,660	0	0	0
TOTAL CVB GENERAL EXP.	122,949	134,981	142,150	144,195	144,195

CVB Executive Director's Report – September 2013

- September 20-21: New London Fall Festival
- September 21: Fall Festival 5K Run / Walk
- September 21: Celebrate Art! Celebrate Coffee!
- September 21: Ride for the Trails
- September 20-22: Girlfriend Getaway Group
- September 30 - Oct 1: Animal Science Conference
- October 12: MN BEST Mall Day
- October 18-19: MN BEST Competition Days
- October 26: Red Carpet Event – Nicholas David
- October 26: Zombies Bite 5K
- November 4-6: Motor Sports of Willmar Dealer Meeting
- November 22-24: SW MN Synod – Jr. High Youth Gathering
- November 23: Holiday Parade
- November 28: Turkey Leg 5K
- December 6-8: Bantam Hockey Tournament
- December 13-15: Girls 10UB & 12 UB Hockey Tournament

Advertising:

- Submitted ad for the fall issue of MN Getaways.
- Submitted ad for the American Legion State Baseball Division II Tournament book. The event was held in Bird Island, with participants staying in Willmar at area hotels.
- Submitted ad listing for the Fall MN Explorer.
- Submitted ad for the fall MN Bike issue of AAA Living.
- Submitted hockey ads & tournament listings to Let's Play Hockey.
- Submitted Mayor's Bike Ride ads to the Lakes Area Review & West Central Tribune.
- Submitted ad and editorial content to MN Trails for the fall issue.
- Submitted Biking for Babies Ad to the West Central Tribune.
- Submitted ad for Minnesota Snowmobiling Destinations
- Submitted listing for MN Group Tour publication.
- Submitted two B2B articles.
- Interviews with Lakes Area Review, West Central Tribune, Lakeland Broadcasting on a variety of different topics including to Sunshine Music Festival, Mayor's Bike Ride, Biking for Babies, BAM and MN Parks & Trails Labor Day Weekend Bike Ride.

Proposals/Conference Assistance:

- Submitted bid to host the 2015 MN State Bowling Open Championships. We lost this bid to Monticello & Buffalo.
- Submitted bid to host the Independent Order of Odd Fellows 2015 Convention.
- Submitted bid to host the 2015 MN 4-H Adult Volunteers Convention. Since submitting the bid, I have met with the organizer and she is very interested in holding the convention in Willmar.
- Submitted bid to host the 2014 & 2016 MN Habitat for Humanity Convention. Met with and provided site visit to Director.
- Willmar Lakes Area lost our bid to the MN DAV. The convention was awarded to a metro location. They will come back to our part of the state in 2016.
- Willmar Lakes Area lost our bid to NAPUS. The convention was awarded to Mankato.
- Willmar Lakes Area lost or NARFE bid to the Kelly Inn in St. Cloud.

- Met with the organizer for the Willmar Lakes Area 100. It will be held on January 18, 2014. I have set up room blocks at area hotels and made the arrangements for their registration at the Willmar Conference Center and their banquet at The Oaks at Eagle Creek.
- Met with the organizer for the I-500 Snowmobile Race. It will be held February 4-7, 2015. The ride will start in Winnipeg and end in Willmar. I have set up room blocks at area hotels and arranged for the banquet to be held at the Willmar Conference Center.
- Met with meeting organizer for the MN State Elks Bowling Tournament that will be held in Willmar in February 2014. We are currently working on a map and flyer for the organizer to send out to participants. Room blocks have been set up at area hotels for the tournament that takes place over four weekends.
- We hosted the first annual Mayor's Bike Ride with the communities of New London, Spicer and Willmar. We had over 70 participants. The event was a huge success. Plans are underway for the next event, which will be held on May 16, 2014.
- We hosted the second annual Willmar Lakes Area Biking for Babies Bike Ride. Riders came from the Twin Cities, New Prague, Walker and Luverne areas, as well as several local communities.
- Assisted several different individuals with Bicycling Around Minnesota (BAM) on a variety of different items for their August bike tour. Some of the items the CVB assisted them with include: shuttle buses, social activities (Little Crow Ski Team Show, Glacial Ridge Winery & New London Fine Art Festival/Downtown Shopping), luggage handlers, room blocks, campground site & facilities, meals, Mayor welcome and information booth at event. Overall, the event was a huge success and they enjoyed their time in the area. They are interested in returning to our area in the future.
- Assisted organizers of Buckingham Blitz with several details for their July event in Raymond. The CVB set up room blocks in Willmar, provided welcome bags and also entry numbers for them. The event was well attended and the organizers were pleased with the services provided by the CVB. They have already expressed interest in holding this event again in 2014.
- Provided welcome presentation to two group tour buses from a Metro Bank Club. They spent the day in our area, enjoying Mr. B Chocolates, a Green Lake Houseboat Cruise and lunch at The Oaks at Eagle Creek.
- Assisted Valdres Samband with their Stevne. The CVB provided welcome bags and registration assistance.
- Assisting Animal Science Conference meeting planner on details for the Sept/Oct event. The CVB will be providing name badges and registration assistance.
- Provided welcome bags & visitor guides to the Green Lake Triathlon & Kids Triathlon. Also, helped with the Green Lake Triathlon.
- Assisted the Willmar Area Tennis Association with registrations for the Cardinal Classic Tournament. Sent information to MN High School Coaches & Athletic Directors on the event. We also provided a welcome banner for the association.
- Met with Pat Curry to discuss activities at the airport and the Compass Rose project. CVB provided exposure to the Compass Rose project on social media.
- Met with Little Crow Archers regarding their events, leagues and the possibility of hosting a state event in our area in upcoming years. Following our meeting, the Little Crow Archers have decided to submit a bid to host the State 3D Tournament in August.
- Met with MN Ducks Unlimited regarding their 2014 Convention in the Willmar Lakes Area. The CVB will be providing name badges, welcome bags, registration assistance and assistance with youth activities.
- Assisted the Parks & Trails Council of MN with a variety of different items for the Labor Day Weekend Bike Ride. We assisted with volunteers, caterers and designated stops on the routes. Also, volunteered on multiple dates for the ride. The event was very successful and

organizers were very pleased with both the CVB and the Sibley State Park Improvement Association.

- Assisted the Pipestone Bus Tour Group organizer with several details for their August trip to the area. I prepared her itinerary and arranged for all of her stops on the route. Stops included the Kandiyohi County Historical Society Museum, The Oaks at Eagle Creek, Mr. B Chocolates, Three Sisters Furnishings, downtown New London, Bill Gossman Pottery and a Houseboat ride on Green Lake. The organizer was very pleased with her trip to the area, and services provided by the CVB. She plans to bring future trips to our area, and share her positive experience with other Group Tour Operators.
- Assisting MN BEST with a variety of items for their October events including volunteers, marketing and judging.
- Working with Motor Sports of Willmar on a dealer meeting they will be having in Willmar in November. The CVB will be providing welcome bags, notepads and registration assistance.
- Continue to work with and support the Willmar Hockey Association on a variety of items related to their 2013-2014 tournaments. We have prepared and submitted their ads, tournament listings, arranged for room blocks and we are assisting them with marketing components related to their tournament program. We mailed their tournament registration form to all Hockey Associations within 150 miles of Willmar and plan to email the registration form as a follow-up in an effort to bring more teams to the area.
- Met with Central MN Series Competition planning group to discuss 2014 Series. Willmar's event is confirmed and will take place on January 11, 2014. Arranged for room blocks at local hotels for the event.
- Provided welcome bags for the Run Around Raymond 5K and the Dan Baker Memorial Golf Tournament.
- Assisted several groups with facility arrangements for smaller day meetings and completed a variety of sales calls.

Misc:

- Attended the Upper Midwest CVB Conference. The conference was in Chicago, and continues to be one of the best conferences in regards to education for CVB Executive Directors. I shared a room with the Executive Director from Thief River Falls to reduce expenses.
- Met with Willmar City Council Member Steve Ahmann regarding an Archery Park in Willmar. Following our meeting, I arranged for a meeting with the Little Crow Archers, Willmar City Council Members Steve Ahmann & Audrey Nelson, Mayor Frank Yanish, Steve Brisendine, Brad Bonk and myself to discuss the possibility of an Archery Park in Willmar.
- Participated in a Site visit at the Civic Center with Community Ed & Rec and Marshall, MN.
- Attended the MN Heartland Marketing Committee Meeting & Board Meeting
- Attended the MN Association of CVB's Tourism Summit
- Assisted with a variety of Willmar Fests items.
- Assisted with the 4th of July Parade in Spicer.
- Submitted 2014 Budget to the City of Willmar.
- Attended the Glacial Ridge Trail Meeting.
- Attended the Public Policy Meetings.
- Attended the Connections Meeting.
- Attended the Spicer 4th of July Wrap-Meeting & Spicer Commercial Club Board Meeting.
- Participated in a Vision 2040 meeting.
- Submitted restaurant listings to Explore MN Tourism.
- Continue to market the Willmar Lakes Area via Facebook, Twitter as well as through weekly fishing reports.



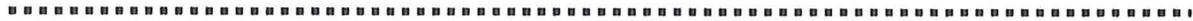
WILLMAR



CITY ADMINISTRATOR

City Office Building
Box 755
Willmar, Minnesota 56201
320-235-4913
FAX: 320-235-4917
www.ci.willmar.mn.us

TO: Labor Relations Committee
FROM: Charlene Stevens, City Administrator 
DATE: September 16, 2013
RE: **GOALS AND OBJECTIVES**



When the City Council conducted a performance review in April of 2013, there was discussion regarding establishing goals and objectives for the City Administrator prior to the next evaluation. To date, there has not been any feedback regarding finalizing those goals. Based upon the notes I took during the meeting, I would propose the following goals. I have also provided a status report where appropriate:

Develop an Electronic Agenda process for the City Council. We are currently testing the electronic agenda process through the month of September with staff and two council members. Initial feedback from the council members has been good.

Long Term Facilities Plan: I have included funding in the 2014 budget to assist in developing a more comprehensive facilities plan for the City. We continue to use a five year capital planning process and are addressing facilities needs as part of that plan.

Tax Abatement Policy: A tax abatement policy was developed, presented and adopted by Council on in May of 2013.

Improve Communication with the Mayor: I have followed the Council's guidance on meeting with the Mayor and Mayor Pro Temp on a bi-weekly basis. The Mayor has had some conflicts of late and cancelled the meetings, but I do make myself available via phone or email as necessary.

Stormwater Planning: This needs some additional feedback from Council on the intent. I have had the Acting City Engineer review the Barr Report and provide some recommendations regarding what opportunities the City may have to best implement the directives. City staff also incorporates stormwater management into any street project. Funding will be a barrier to success.

Plan for a Council Retreat: This may be more of a task than a goal. The success of a retreat rests with the Council and not the staff, as well interest appears mixed by Council.



Implementation of Vision 2040: I continue to participate in the Vision 2040 Steering Team. The team intends a November rollout of the plan and based upon further public feedback and council feedback, it may be easier to define specific objectives at a later date.