



## **Tourism Committee**

**Meeting August 2, 2017**

**3:00 to 4:00**

**Mesabi Station Building**

### **AGENDA**

- 1. Review Notes/Minutes from July 12, 2017**
- 2. Community Calendar- Review followup questions from proposals.**
- 3. CAT- Certified Tourism Ambassador Update**

**The Mission of the Recharge the Range Tourism Committee is to educate elected officials and area businesses about the economic value of tourism.**

**Tourism and Recreation**  
**August 2, 2017**  
**Mesabi Station**  
**3:00 p.m. – 5:00 p.m.**

**In Attendance:** Beth Pierce, Jim Makowsky, Jane Serrano, Dave Setnicker, Keny Adams, Anne Varda and Sara Ferkul

We started the meeting by reviewing the notes from the past meeting.

### **Community Calendar:**

The group then began to discuss the community calendar and the options available. We started to discuss questions that we had. We reviewed the pros and cons for both Hometown Focus and Art Unlimited. After much review it was decided that Hometown focus may be the better option, however there were some concerns.

- Who would be the owner of the calendar?
- If we decide that after a time period the calendar isn't working, what would be the repercussions?
- Why is there a limit on the amount of communities?
- What areas/radius will actually be on the calendar?
- We would offer the calendar to communities for free and then selling the embedding link? What issues would the user face when using the link?
- Navigation off of original page?
- Hometown Focus has a registration page to view archived articles, would users of the calendar also be required to register?
- Questions about payment?

We also looked into a couple other community calendars to see what their formats look like. Dave said that he will also reach out to these communities with questions we compile and to hear their input on any issues they faced in the creation of the calendar.

If the group has questions, they were asked to forward them to Sara. After receiving the questions, Sara, Beth and Jim will simplify them and then they will be sent to Hometown Focus. We will also be asking Hometown Focus to return to our next meeting with answers to the questions.

**Tourism Ambassador Program:**

Beth went to Rochester in June to learn more about the program. It has been very successful. The program seems like it will be a very beneficial in this area. Participants in the program will take part in an initial training. In order to keep their certifications current they will have to participate in additional trainings.

**Next Meeting:**

August 16, 2017

3:00 p.m. – 5:00 p.m.

Mesabi Station

Who and how is the calendar populated? We already know that the communities and event managers do not have the time, resources or energy to make it happen. Once "The Calendar" becomes the "Place to Post" things might be different. But how to get there?

Wish we had the resources to hire an intern/student(s) to set this up and get it running. Maybe it becomes an annual training - internship for a few years until it gets known as the place to be seen.

Still a bit nervous about setting HTF up in the calendar business without some return/guarantees about the future.

Who will own the calendar data should there be a dissolution of an agreement?

In the case of HTF, if there were a contractual dissolution, will HTF be able to continue the calendar without IRT? If not covered contractually, there could be a possibility of 2 competing calendars and...IRT paid \$\$ to put HTF in the calendar business from which they benefit 100% if they choose to sell online ads?

- Gets back to #1 and needs a provision in the contract that negates HTF from continuing the contract given that IRT is paying them. Kind of like "non compete clause"
- In their particular case, it begs the question...Who is the customer?

Can the vendor provide the resource(s) for contacting the content/event managers//city officials/CofC etc, in order to establish point people in each community/event planners that will provide the initial and on-going content to the selected vendor.