

**CITY OF PLYMOUTH
AGENDA
Regular Destination Marketing Organization Advisory Board
Plymouth Community Center
14800 34th Avenue N., Plymouth, MN
May 28, 2025, 10:00 AM**

- 1. CALL TO ORDER**

- 2. PUBLIC FORUM** - Individuals may address the advisory board about any item not contained on the regular agenda. A maximum of three minutes is allotted per individual with a total of 15 minutes for the forum. If the full 15 minutes are not needed for the forum, the advisory board will continue with the agenda. The advisory board will take no official action on items discussed at the forum, with the exception of referral to staff for future report.

- 3. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS**

- 4. APPROVE AGENDA** - Advisory board members may add items to the agenda for discussion purposes or staff direction only. The board will not normally take official action on items added to the agenda.

- 5. CONSENT AGENDA** - These items are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless an advisory board member or individual so requests, in which event the item will be removed from the consent agenda and placed elsewhere on the agenda.
 - 5.1** Adopt proposed Destination Marketing Organization Advisory Board meeting minutes
 - 1. Proposed DMO Minutes 01-22-2025

- 6. GENERAL BUSINESS**
 - 6.1** Opening Remarks & Board Introductions
 - 6.2** 2024 Annual Report Presentation
 - 1. Hello Plymouth Annual Report 2024
 - 6.3** Looking Ahead
 - 6.4** City Center Project Update
 - 6.5** Special Event/Upcoming Events Update
 - 1. Special Events 2025

- 7. REPORTS AND STAFF RECOMMENDATIONS**

- 8. ADJOURNMENT**



To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **Adopt proposed Destination Marketing Organization
Advisory Board meeting minutes**

1. Action Requested:

Adopt attached minutes from the meeting held on January 22, 2025

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:

1. Proposed DMO Minutes 01-22-2025

Proposed Minutes

Destination Marketing Organization Advisory Board

Wednesday, January 22, 2025

MEMBERS PRESENT: Chair Tim Naumann (arrived at 10:30 a.m.), Vice Chair Kym Joles, Board Members: Troy Reding, Mahlon Reed, Jess Riley, Erik Halverson (arrived at 10:47 a.m.), Jennifer Erickson, Lynda Ellingson

STAFF PRESENT: Recreation Manager Kari Hemp, Recreation Supervisors Jess Koch and Paul Pearson, PCC Supervisor Jake Widmyer

COUNCIL REPRESENTATIVE: Clark Gregor

1. CALL TO ORDER

Advisory Board Vice Chair Kym Joles called the meeting to order at 10:10 a.m.

2. PUBLIC FORUM

No one was present to speak at the public forum. Recreation Manager Kari Hemp introduced Recreation Supervisors Jess Koch and Paul Pearson.

Board Member Jennifer Erickson also introduced herself to the rest of the Destination Marketing Organization Advisory Board.

3. APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON

Recreation Manager Hemp explained that the positions of Board Chairperson and Vice Chairperson need to be re-appointed for 2025. After a brief discussion, this item was tabled to the end of the meeting in hopes that all board members would arrive.

4. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

5. APPROVE AGENDA

Motion by Board Member Jess Riley and seconded by Board Member Mahlon Reed recommending approval of the January 22, 2025, Destination Marketing Organization Advisory Board agenda. With all members voting in favor, the motion carried.

6. CONSENT AGENDA

(6.1) Adopt Proposed Destination Marketing Organization Advisory Board Minutes from October 23, 2024 Meeting

Motion by Board Member Mahlon Reed and seconded by Board Member Jess Riley recommending approval of the October 23, 2024, Destination Marketing Organization Advisory Board Meeting Minutes. With all members voting in favor, the motion carried.

7. General Business-

(7.1) 2025 DMO Work Plan

Recreation Manager Kari Hemp presented the 2025 work plan. Board Member Reding asked if reviewing previous events and discussing upcoming events could be added to the plan. Board Member Joles asked how the Destination Marketing Organization will align with the updates to City Center. Board Member

Reding asked how other City departments tie into the Destination Marketing Organization and if they need any marketing assistance. Recreation Manager Hemp said event updates can be added quarterly, City center updates will be added to quarter 2 and she will bring the marketing questions to the department directors and added it to the work plan for an update in quarter 3 or 4.

Motion by Board Member Kim Joles and seconded by Board Member Mahlon Reed to approve the 2025 DMO Work Plan. With all members voting in favor, the motion carried.

(7.2) Marketing Updates

Recreation Manager Kari Hemp provided DMO marketing activity updates:

- Hello! Plymouth advertising on 5 digital billboards around the Twin Cities.
- Street banners
- Wall wrap at the Plymouth Ice Center
- New Destination Marketing Organization website

8. Reports and Staff Recommendations

(8.1) 2025 Plymouth Parks and Recreation Special Events

Recreation Manager Kari Hemp introduced the list of 2025 special events. Recreation Supervisor Jess Koch detailed what to expect for the upcoming Fire & Ice and Discover Plymouth events. The Destination Marketing Organization will have a booth with giveaways.

(8.2) 2025 Destination Marketing Organization Meeting Schedule and Policies

Recreation Manager Kari Hemp presented the 2025 meeting schedule and attendance requirements. She also noted that the City will be hosting a recognition event for board members on February 25, 2025.

APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON

With all members now present, the Destination Marketing Advisory Board resumed their discussion on appointments of chairperson and vice chairperson.

Motion by Board Member Mahlon Reed and seconded by Board Member Kym Joles recommending Tim Naumann as chair and Troy Reding as vice chair. With all members voting in favor, the motion carried.

Adjournment

Motion by Board Member Troy Reding and seconded by Board Member Jennifer Erickson recommending adjournment of the Destination Marketing Advisory Board meeting. With no objection, Chair Naumann adjourned the meeting at 11:04 a.m.



To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **Opening Remarks & Board Introductions**

1. Action Requested:

Meet the Board of Directors and hear a warm welcome from the Chair.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **2024 Annual Report Presentation**

1. Action Requested:

N/A

2. Background:

A look back at key highlights and achievements from the past year.

3. Budget Impact:

N/A

4. Attachments:

1. Hello Plymouth Annual Report 2024



2024



1/3 funds
Hello! Plymouth



economic impact



9
hotel properties

1,145
hotel rooms

50.8%
hotel occupancy

\$112
average daily rate



69.6%
visitors are from
out of state

Most visitors came from:

- 1 Fargo
- 2 Chicago
- 3 Duluth

Top ways visitors are benefitting Plymouth's economy:

33% retail

31% food

15% lodging

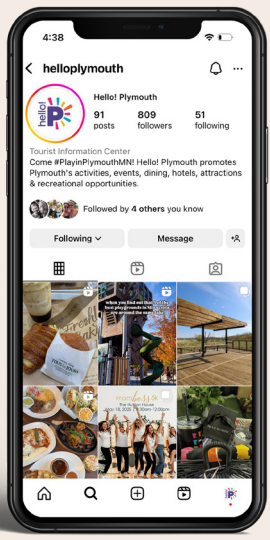
Average visitor spends \$125 per day

45.7% of visitors stayed overnight

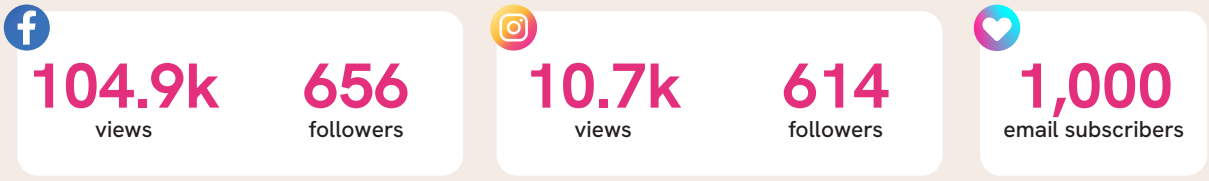
54.3% were day trip visitors

advisory board established

- ▶ Tim Naumann
- ▶ Kym Joles
- ▶ Troy Reding
- ▶ Mahlon Reed
- ▶ Jess Riley
- ▶ Erik Halverson
- ▶ Chloe McGuire
- ▶ Lynda Ellingson
- ▶ City Council Representative Clark Gregor



digital marketing



▶ Social media launched April 2024 ▶ Created hashtag #PlayinPlymouthMn



brand awareness campaign

Introduced the Hello! Plymouth brand, generated awareness and built a social media following.

Billboard Reach



print marketing

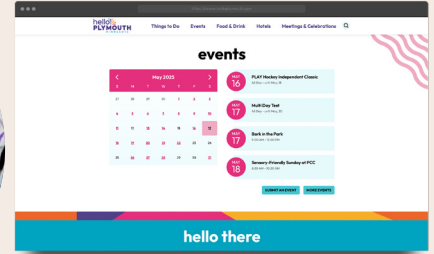
Winter Venue Campaign

Seasonal campaign to support local hotels, restaurants and attractions during the winter months. Businesses offered specials to encourage planners to book their events and stay in Plymouth. Ads were promoted on social media, LinkedIn, email promotions and a sponsorship package at Meeting Planners International (MPI) event.

Business Passport

Initiative to help support tourism businesses during construction over the summer of 2024.

looking ahead: 2025



- ▶ New Website Launch
- ▶ Branded Merch
- ▶ Tourist Map
- ▶ Hello! Plymouth Van
- ... and so much more!





To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **Looking Ahead**

1. Action Requested:

Get a glimpse of what's in store for the rest of the year, including initiatives and priorities.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **City Center Project Update**

1. Action Requested:

Hear an update on the progress and future plans for the City Center development.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Jake Widmyer, Community Center Supervisor

Reviewed by: Katie Langland, DMO Coordinator

Item: **Special Event/Upcoming Events Update**

1. Action Requested:

Hear an update on Plymouth Parks and Recreation special and upcoming events.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:

1. Special Events 2025



Artisan Market



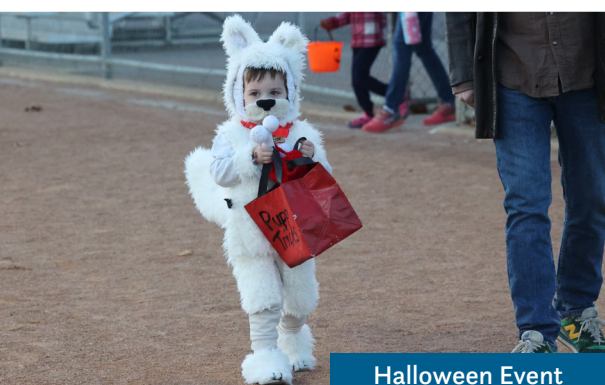
Summer Beach Series



Kids Fest



Farmers Market



Halloween Event



2025 SPECIAL EVENTS

FEB. 1	Fire & Ice - new location!
FEB. 22	Puzzle Palooza
MAR. 14	Pie Day
MAR. 22	Discover Plymouth
APR. 4	Pint-Size Prom
APR. 10-13	Primavera
MAY 1	Walk with the Mayor
MAY 17	Bark in the Park
MAY 22	Memorial Day Event
MAY 22	Beaches and Bonfires
JUNE 17	Plymouth Concert Band
JUNE 17	Summer Skate Series
JUNE 18-OCT. 1	Farmers Market
JUNE 20	Hilde Nights - Fabulous Armadillos
JUNE 28	Music in Plymouth 5K
JULY 2	Music in Plymouth
JULY 11	Hilde Nights - Rival 5 and The Hype
AUG. 8	Beaches, Bands and Brews
AUG. 15	Hilde Nights - Rumors: the Ultimate Fleetwood Mac Tribute Show
AUG. 19	Plymouth Rockers
AUG. 21	Kids Fest
OCT. 24	Halloween Event
NOV. 6	Veterans Day Event
NOV. 22	Plymouth Artisan Market
DEC. 6	Merry Market
DEC. 7	Santa Visits the Sensory Room
DEC. 31	New Year's Eve at the K.U.B.E.

763-509-5200
plymouthmn.gov/specialevents