

**CITY OF PLYMOUTH  
AGENDA  
Regular Destination Marketing Organization Advisory Board  
Plymouth City Hall  
3400 Plymouth Boulevard, Plymouth, MN  
January 28, 2026, 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. APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON**

- 3.1** Appointment of Destination Marketing Organization Advisory Board Chairperson and Vice Chairperson

**4. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS**

- 5. 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.

- 6. 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.

- 6.1** Adopt proposed minutes  
1. Proposed Minutes 07-23-2025

**7. GENERAL BUSINESS**

- 7.1** Marketing Updates  
1. Star Tribune Digital Campaign Results  
2. Zartico- 2025 Annual Report

- 7.2** Review 2025 Goals  
1. 2025 Goals and Performance

- 7.3** 2026 DMO Work Plan  
1. 2026 Work Plan

- 7.4 2026 Goals
  - 1. 2026 Goals

**8. REPORTS AND STAFF RECOMMENDATIONS**

- 8.1 2026 Plymouth Parks and Recreation Special Events
  - 1. 2026 Special Events
  - 2. Plymouth Parks and Rec Special Event Descriptions
- 8.2 2026 Destination Marketing Organization Meeting Schedule and Policies
  - 1. 2026 Meeting Calendar
  - 2. Advisory Board Roles and Policies
- 8.3 City Council Update

**9. ADJOURNMENT**



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Natalie Dorcy, Office Support Specialist

**Reviewed by:** Katie Langland, DMO Coordinator

**Item:** **Adopt proposed minutes**

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**1. Action Requested:**

Adopt attached minutes from the meeting held on July 23, 2025

**2. Background:**

N/A

**3. Budget Impact:**

N/A

**4. Attachments:**

1. Proposed Minutes 07-23-2025

# Proposed Minutes

## Destination Marketing Organization Advisory Board

### Wednesday, July 23, 2025

MEMBERS PRESENT: Chair Tim Naumann, Vice Chair Troy Reding, Board Members: Jess Riley, Erik Halverson, Jennifer Erickson, Lynda Ellingson and Carolyn Murphy

STAFF PRESENT: Recreation Manager Kari Hemp, Destination Marketing Coordinator Katie Langland, Office Support Specialist Natalie Dorcy

COUNCIL REPRESENTATIVE: Clark Gregor

#### **1. CALL TO ORDER**

Advisory Board Chair Tim Naumann called the meeting to order at 10:01 a.m. Destination Marketing Coordinator Katie Langland welcomed everyone to the third quarter meeting and introduced the new board member Carolyn Murphy.

#### **2. PUBLIC FORUM**

No one was present to speak at the public forum.

#### **3. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS**

No presentations or public information announcements.

#### **4. APPROVE AGENDA**

Motion by Vice Chair Troy Reding and seconded by Board Member Carolyn Murphy recommending approval of the July 23, 2025 Destination Marketing Organization Advisory Board agenda. With all members voting in favor, the motion carried.

#### **5. CONSENT AGENDA**

##### **(5.1) Adopt Proposed Destination Marketing Organization Advisory Board Minutes from May 28, 2025 Meeting**

Motion by Board Member Jennifer Erickson and seconded by Murphy recommending approval of the May 28, 2025, Destination Marketing Organization Advisory Board Meeting Minutes. With all members voting in favor, the motion carried.

#### **6. General Business**

##### **(6.1) 2026 Goals & Strategic Plan**

Langland presented the 2026 Strategic Plan that includes 6 goals, the Mission Statement and the Vision of Hello! Plymouth. Goal 1, Marketing and Visitor Data: monitor hotel metrics monthly, share and analyze monthly visitor data, target increase of 5% in visitor spending and hire economic impact consultant. Goal 2, Enhance the Visitor Experience: Keep Hello! Plymouth website fresh and interactive, add group itineraries, seasonal content and share maps and materials across platforms. Goal 3, Strengthen Hospitality and Tourism Partnerships: Meet 3 tourism partners per month, attend 3 or more industry conferences and launch partner newsletter and grant program. Goal 4, Increase Event Bookings: Launch seasonal event campaigns, advertise in planner publications and promote venues at key tradeshows. Goal 5, Market Initiatives: Expand brand content with creative partners, launch "Plymouth Experience" video series, influencer campaigns in Summer/Fall 2026 and target top and new visitor markets. Goal 6, Performance Measurement and Evaluation: Key performance indicators, visitor volume and spending, hotel performance, website traffic and user engagement and social media and advertising.

Motion by Reding and seconded by Murphy recommending City Council approval of the 2026 Goals & Strategic Plan. With all members voting in favor, the motion carried.

#### **(6.2) Review Marketing Initiatives**

Langland reviewed the marketing initiatives that have been implemented to promote Hello! Plymouth. A Hello! Plymouth wrap will be fixed onto a swing made from a retired wind turbine blade and will be installed in front of the large tree at City Hall facing Plymouth Boulevard. A Hello! Plymouth mural has been painted inside of the tunnel at Parkers Lake. CCX featured a segment showcasing Music in Plymouth providing a \$700k economic impact boost in local businesses. A print billboard was put up in March alongside the 94 freeway in Rogers and the new website is now officially live. Falen from iHeart Radio also posted a short video on Instagram of her visit to Plymouth that features activities, restaurants, shopping and the Plymouth Community Center.

#### **(6.3) Quarterly Special Event Review/Upcoming Events Update**

Recreation Manager Kari Hemp gave an update on the next special events that will be happening this quarter: “Beaches, Bands and Brews”, Hilde Nights - Rumors: The Ultimate Fleetwood Mac Tribute Show, Plymouth Rockers and Kids Fest.

#### **(6.4) Discuss 4th Quarter Meeting and Plymouth Tour**

Langland suggested an idea that the 4th Quarter Meeting on October 22nd could be a moderated bus tour to showcase the area, some new spots, parks and attractions. All members voted in favor and the meeting will end with lunch at Rock Elm and extend an invitation to other Plymouth tourism partners

## **7. Reports and Staff Recommendations**

No reports or staff recommendations.

Council Representative Clark Gregor updated the board and staff on last night’s City Council Study Session that discussed implementing a local sales tax. The potential half-cent sales tax per dollar could possibly be used towards a year-round dome, another sheet of ice, a parking ramp at the Hilde, playground improvements including adding more fields or a new playground at the former Four Seasons Mall. The Council gave the initial approval for a local sales tax.

## **Adjournment**

Motion by Murphy and seconded by Reding recommending adjournment of the Destination Marketing Advisory Board meeting. With no objection, Chair Naumann adjourned the meeting at 11:26 a.m.

**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **Marketing Updates**

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**1. Action Requested:**

Board members will hear marketing initiative updates and offer additional suggestions for consideration.

**2. Background:**

Staff will present an overview of recent marketing initiatives, including content creation with Antonia Grant, graphic design with Tara Jenkins and campaign efforts with the Minnesota Star Tribune. The Star Tribune will provide a campaign performance report. Staff will also share updates on travel trends, tourism and sports travel, along with new marketing materials.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. Star Tribune Digital Campaign Results
2. Zartico- 2025 Annual Report



**The  
Minnesota  
Star  
Tribune**

**Digital Campaign  
Results**

**hello!**  
**PLYMOUTH**  
MINNESOTA



# Campaign Takeaways!



- From October – December our display campaigns generated **411,525 impressions and 409 clicks for a CTR of 0.10%**. This is above the high end of benchmarks, indicating that we are well-targeted and have highly appealing creative.
- In October, we deployed two email campaigns, reaching more than 100,000 total sends. Collectively, **18,310 recipients opened the emails, resulting in an open rate of 18.31%**, which is well above our benchmarks! The campaigns also generated **2,430 total clicks**, demonstrating strong engagement across audiences. Overall, performance exceeded expectations across all key metrics, reflecting effective targeting, creative execution, and audience alignment.
- The social campaign generated **52,001 impressions and 1,604 clicks for a CTR of 3.08%**! Our CPC was \$0.93. The posts also gained **71 reactions, 1 comments and 9 shares**, showing that our audience was heavily engaging!
- From our display campaigns, we identified **9 campaign converters**—individuals who were served an ad and later visited a tracked location within our designated geofences. This indicates a strong connection between ad exposure and real-world action, demonstrating that our targeting strategy effectively drove measurable, in-person engagement from new audiences.
- Our SEM campaign performed extremely well- we saw **219,220 impressions of your SEM Ads. We saw 164 hotel outbound clicks from your website** – this means the SEM campaign is successfully helping drive interest in hotel stays.



# Display Overview



Display Total (Advantage + Star Tribune)

Impressions

411,525

Clicks

409

CTR

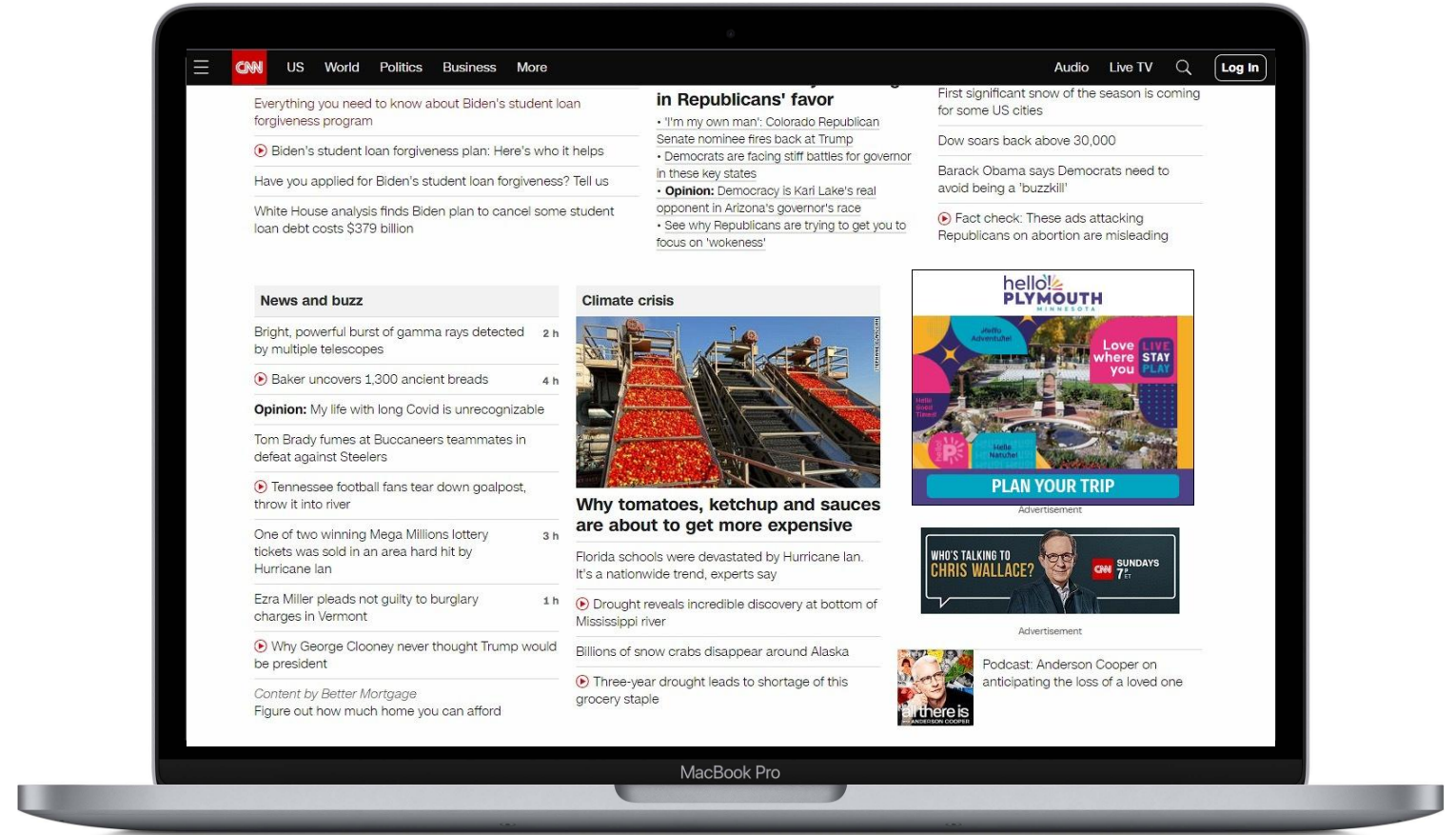
0.10%

View Throughs

38

## INSIGHTS:

The collective display campaigns for the 2025 campaigns have driven a combined 411,525 impressions, resulting in 409 tracked clicks (to date) for a .10% average click-thru rate. This click through rate is almost double our benchmark showing we have great engagement. We have also tracked 38 view-thru conversions!



Benchmark: 0.03% - 0.06% CTR

\*View Through reporting requires the STAAT tag to be placed on your website

# Advantage Targeted Display



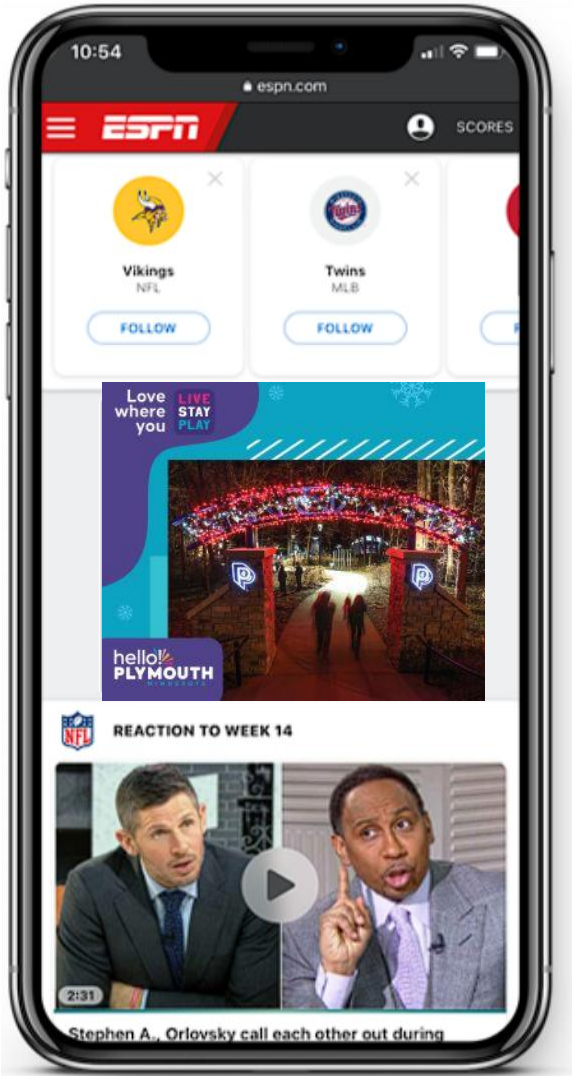
Impressions  
**411,525**

Clicks  
**409**

CTR  
**0.10%**

## Advantage Display (Targeted Display, Geofencing, Retargeting)

Campaign	Impressions	Clicks	CTR
Search Retargeting October	68,724	51	0.07%
Addressable Geofencing October	68,836	83	0.12%
Addressable Geofencing November	63,107	62	0.10%
Search Retargeting November	73,215	44	0.06%
Search Retargeting December	35,158	35	0.10%



Benchmark: 0.03% - 0.06% CTR

# Advantage Targeted Display



Impressions  
**411,525**

Clicks  
**409**

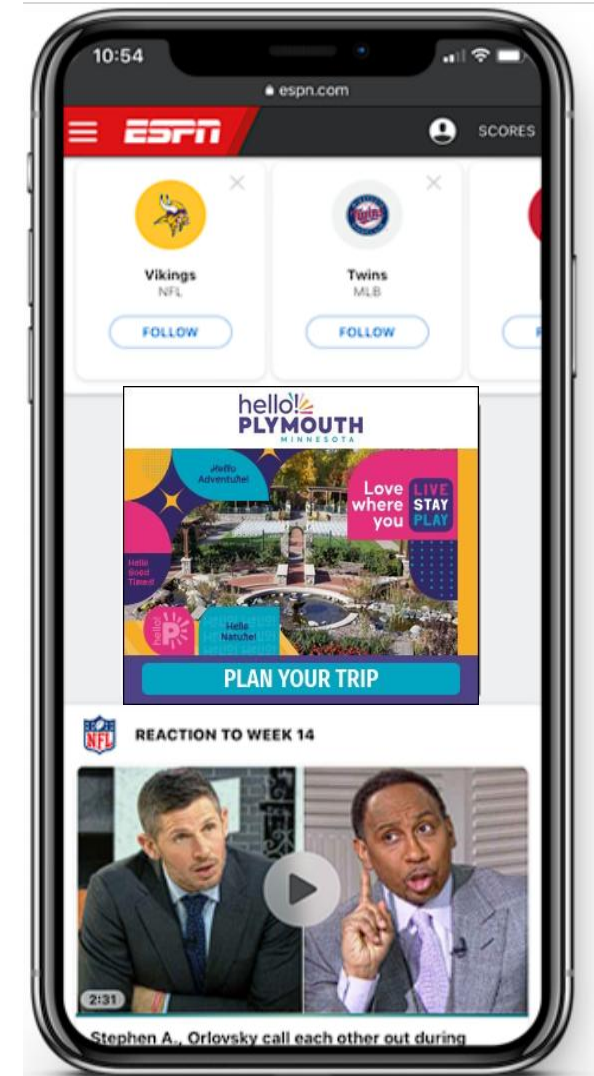
CTR  
**0.10%**

Advantage Display (Targeted Display, Geofencing, Retargeting) [Cont.] - 1

Campaign	Impressions	Clicks	CTR
Site Retargeting December	32,878	51	0.16%
Addressable Geofencing December	69,607	83	0.12%

## INSIGHTS:

The geofencing campaigns effectively engaged audiences through a range of targeted strategies, generating a total of 9 weighted actions. Strong performance was driven by high-traffic locations—including lodging properties, retail shops, restaurants, and coffee shops—demonstrating that the campaigns are resonating with audiences and successfully driving foot traffic.



Benchmark: 0.03% - 0.06% CTR

# Advantage Email Overview



## Current Reporting Period

Emails Sent  
**100.00K**

Opens  
**18.31K**

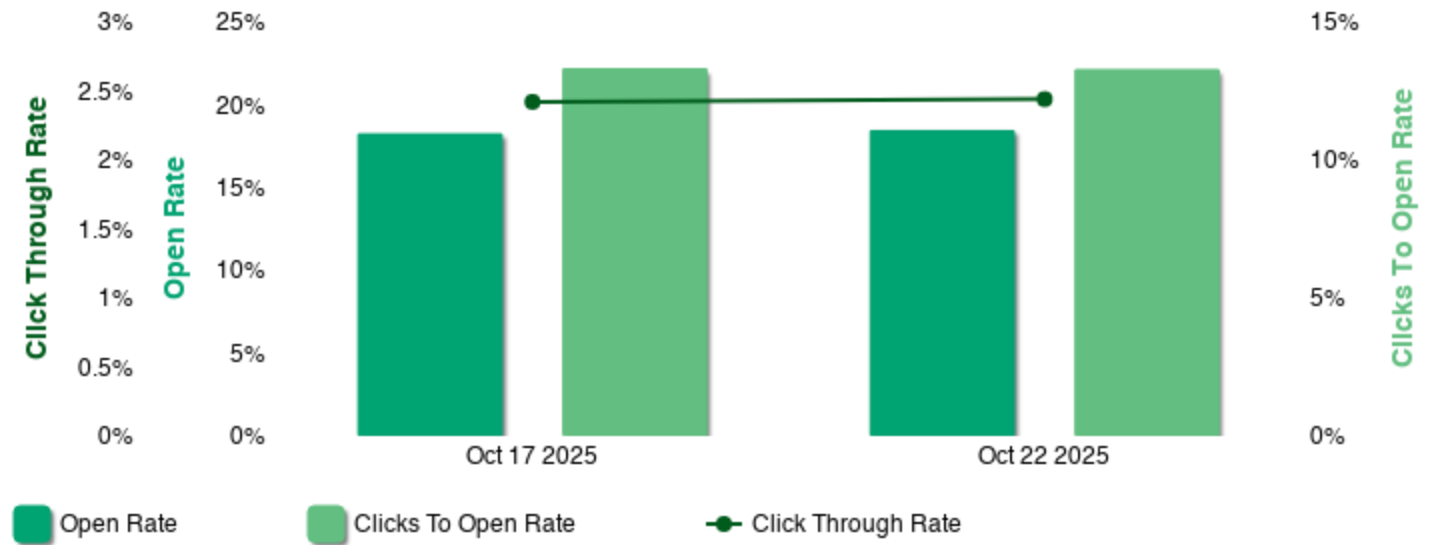
Open Rate  
**18.31%**

Total Clicks  
**2.43K**

Click Through Rate  
**2.43%**

Clicks To Open Rate  
**13.27%**

How Do Users Engage With My Emails Over Time?



## INSIGHTS:

Two e-mails have deployed to 100,000 total recipients, driving over 18,310 total opens and 2,430+ clicks. The average open rate was over 18.31%, a couple points above our top average. The average click-thru rate was 2.43%, which also exceeded our top benchmark average CTR. The average Click-to-Open Rate (CTOR) was over 13.27%, which just exceeds our top CTOR benchmark average of 10-12%.

10/17 Heat Map



URL IDs	Clicks
4878255	291
4878256	589
4878257	36
4878258	38
4878259	17
4878260	34
4878261	39
4878262	41
4878263	1
4878264	2
4878265	2
4878266	27
4878267	30
4878268	31
4878269	22
4878270	2
4878271	3
4878272	1
4878273	1
4878274	1

Date	Heatmap Link
Oct 17, 2025	<a href="https://www.foundrynorthdigital.com/heatmap/?NTMzNTB4NjAxMDQ">https://www.foundrynorthdigital.com/heatmap/?NTMzNTB4NjAxMDQ</a>
Oct 22, 2025	<a href="https://www.foundrynorthdigital.com/heatmap/?NTM1ODZ4NjA0NjU">https://www.foundrynorthdigital.com/heatmap/?NTM1ODZ4NjA0NjU</a>

10/22 Heat Map



URL IDs	Clicks
4881126	137
4881127	607
4881128	59
4881129	53
4881130	60
4881131	48
4881132	46
4881133	43
4881134	2
4881135	1
4881136	2
4881137	43
4881138	37
4881139	38
4881140	41
4881141	1
4881142	2
4881143	1
4881144	1
4881145	0

# Paid Search Overview



**172**  
Primary Conversions

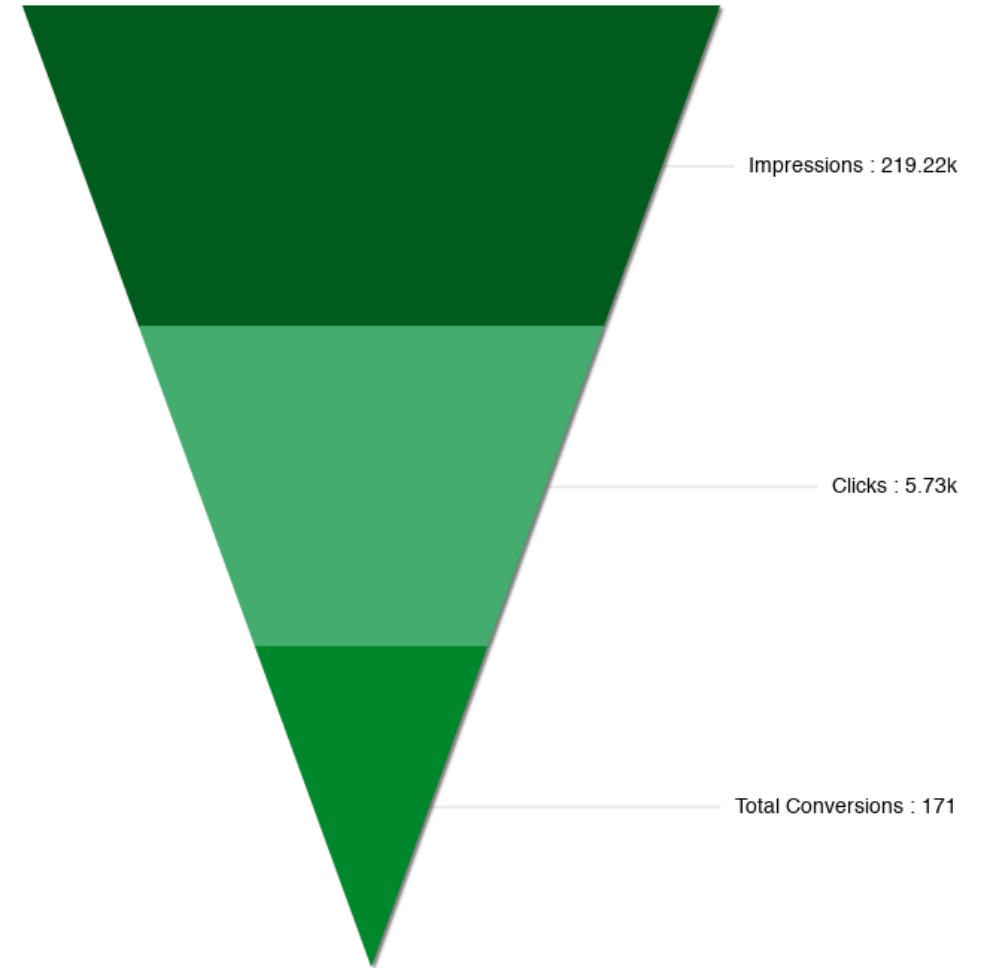
2.98%  
Primary Conversion Rate

CTR  
**2.62%**

Impr. (Top) %  
**36.21%**

Search Impr. Share  
**9.99%**

SEM Overview



Benchmarks | CTR: 4% - 6% | Conversion Rate: 3%

Impr. (Top)% represent how often ads are shown in the top 3 search results

Search Impr. Share of 9.99% = <10% Impr. Share

# Paid Search Overview



## Top Ad Groups (Sorted by Clicks)

Ad Group	Impressions	Clicks	CTR	Total Conversions	Conversion %
<b>Total</b> ⓘ	219,220	5,733	2.62%	171	2.98%
Hotel	94,827	2,467	2.60%	148	6.00%
Events	50,329	1,029	2.04%	10	0.97%
Food	40,640	880	2.17%	12	1.36%
Brand	33,424	1,357	4.06%	1	0.07%

## Conversions by Conversion Name

Conversion Action Name	Primary Conversions
Email Click	7
Hotel Outbound click	164

## Top Keywords (Sorted by Clicks)

Keyword	Impressions	Clicks	CTR	Total Conversions	Conversion %
<b>Total</b> ⓘ	7,132	557	7.81%	15	2.69%
places to eat in plymouth	1,570	114	7.26%	4	3.51%
fun things to do in plymouth	986	92	9.33%	2	2.17%
best plymouth restaurants	851	59	6.93%	2	3.39%
plymouth area restaurants	780	30	3.85%	0	0.00%
restaurants in plymouth	617	47	7.62%	1	2.13%
events in plymouth	485	45	9.28%	0	0.00%
activities near plymouth	462	58	12.55%	1	1.72%
plymouth places to stay	196	14	7.14%	3	21.43%
food in plymouth	185	7	3.78%	0	0.00%
plymouth restaurants best	119	5	4.20%	0	0.00%

# Advantage Social Overview



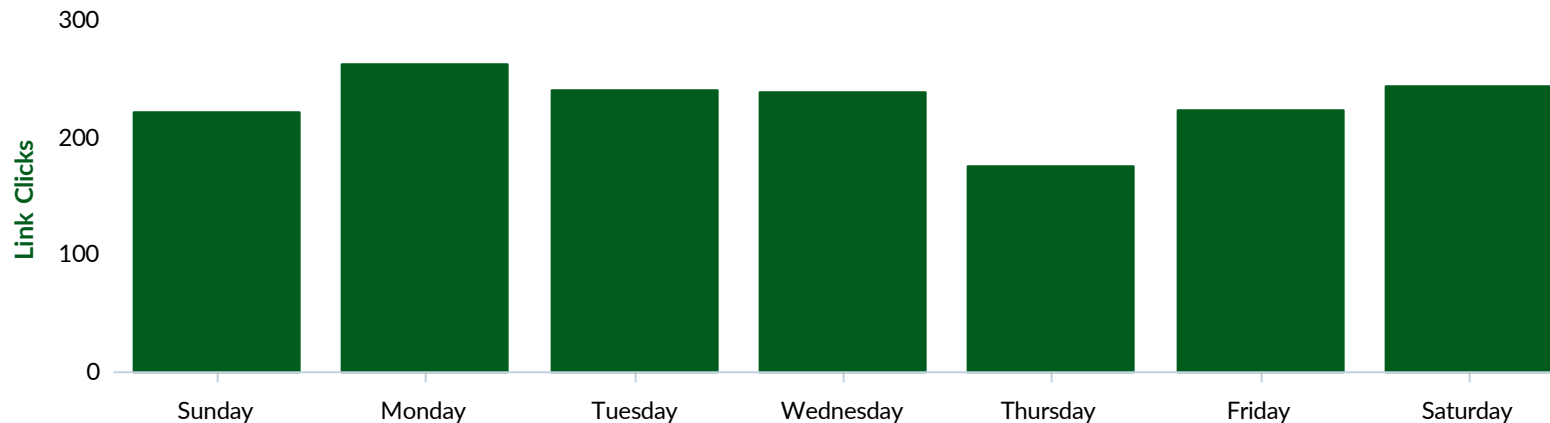
## Social Ads - Engagements

Post Shares  
**9**

Post Reactions  
**71**

Post Comments  
**1**

## Link Clicks by Day of Week



Benchmarks | CTR: 0.75% - 0.90% | CPC: \$2 - \$3

## Social Ads Performance

Impressions  
**52,001**

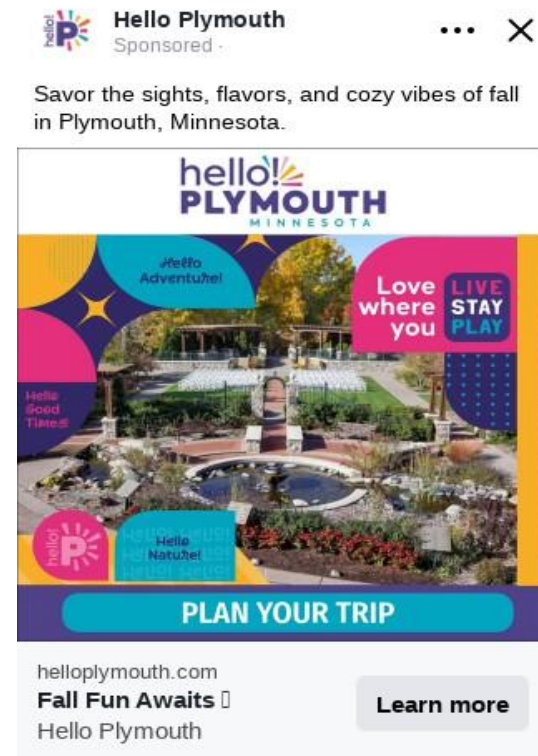
Link Clicks  
**1,604**

CTR (Link Click-Through Rate)  
**3.08%**

Link CPC  
**\$0.93**

## INSIGHTS:

The Social campaign has driven 52,001 impressions and 1,604 total clicks for a 3.08% click-thru rate, YTD (our average benchmark range is .75-.90%). Link CPC is a very low \$0.93 (our average CPC = \$2-3). We also are observing some great down-funnel activity of 71 post reactions, 1 post comments and 9 shares to date!



# Glossary of Common Terms - Display



**Impression** - A single exposure of an ad to a users web-enabled device

**Clicks** - A click is recorded when a user who is served an advertisement clicks on that ad. The total number of clicks reported will not match the number of users in Google Analytics due to differing collection methodologies. Our click reporting will filter out errant clicks, clicks where the website did not load, and test/bot clicks whereas Google Analytics will collect all website hits regardless of authenticity.

**CTR** - A percentage that represents the rate at which ads were clicked on vs. the number of impressions served (Calculated as follows: Impressions / Clicks)

# Glossary of Common Terms - Activity Tracking



**Activity** - A single Floodlight tracking element used to track any action (such as a click, download, lead, or sale) performed by a user in an advertiser's app or website after that user has clicked on or seen the advertiser's ad.

**Daily Unique** - A Daily Unique is a single Floodlight tracking element or activity set up by the campaign managers for basic STAAT tag implementation. The Daily Unique doesn't track in the dashboards as clicks vs views, but is the number of users that arrived to the client's website after seeing an ad and taking action on it or not within a 24 hour period.

**Conversions** - The number of times that users took a desired action during the reporting period, after seeing or clicking on an ad. Each action is defined by a Floodlight activity. A conversion is only counted if the ad impression or click falls within the lookback windows set for the placement where it occurred. For sales activities, Floodlight might count more than one conversion per event. For example, you can set up Floodlight to count the number of items purchased as the number of conversions for a single event.

**Total Conversions** - All conversions in the reporting period, including both click-through and view-through conversions.

**Click-through Conversions** - All conversions in the reporting period that are attributed to a click on an ad.

**View-through Conversions** - Conversions that are attributed to an ad that was displayed but not clicked on.

*+ Cross-Environment will also include when Floodlight attributed an impression (or click) to one device or environment, then recorded a conversion on a different device or environment.*

# Glossary of Common Terms - Geofencing



**Geo-Conversion Lift** - calculated by comparing the campaign conversion rate with the natural conversion rate. If the campaign conversion rate is higher than the natural conversion rate, then geo conversion lift is positive. This means users who saw a campaign ad were more likely to convert than those who didn't. The formula for this calculation is  $(\text{Campaign Conversion Rate} - \text{Natural Conversion Rate}) \div \text{Natural Conversion Rate}$ .

**New User Conversion Lift** - Geo-Conversion Lift with repeat converters excluded.

**Campaign Users** - total daily unique users who were seen in the target fences of your campaign(s) and served an ad.

**Campaign Converters** - users who have been detected in a target zone, served an ad, then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.

**New Campaign Converters** - Campaign Converters who have not visited a conversion fence in the last 30 days.

**Campaign Days to Convert** - the average number of days it takes users who were served an ad, to go from a target zone to a conversion zone.

**Campaign Conversion Rate** - the percentage of users who were detected in a target zone, were then served an ad, and then were detected in a conversion zone for the same campaign. The formula for this calculation is  $\text{Campaign Converters} \div \text{Total Campaign Users}$ .

# Glossary of Common Terms - Social



## Performance

**Impressions** - The number of times your ads were on screen.

**Clicks** - The number of clicks on your ads.

**CTR** - The percentage of times people saw your ad and performed a click (all).

**Reach** - The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. *\*This Metric is estimated. Tapclicks calculates Reach totals daily and does not filter out duplicates.*

## Engagements

### Page/Post

**Post Comments** - The number of comments on your ads.

**Post Reactions** - The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

**Post Shares** - The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups and on their own Pages.

## Click

**Link Clicks** - The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Facebook.

**CTR (Link Click-Through Rate)** - The percentage of times people saw your ad and performed a link click

## Conversions

**Landing Page Views** - The number of times a person clicked on an ad link and then successfully loaded the destination webpage or Instant Experience. To report on landing page views, you must have created a Facebook pixel.

# Glossary of Common Terms - Video & Audio



**Impressions\*** - measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user, also called a view. A single display of online content to a user's web-enabled device

**Clicks\*** - an interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event.

**CTR\*** - the percentage of ad impressions that were clicked on as compared to the entire number of clicks [CTR% = (clicks ÷ imps) x 100]

**Starts** - when a video or audio ad is started.

**25% Completion** - refers to when a video or audio ad is played to its 25% point.

**50% Completion** - refers to when a video or audio ad is played to its 50% point.

**75% Completion** - refers to when a video or audio ad is played to its 75% point.

**Completes:** - when a video or audio ad is played all the way through to the end.

**Completion Rate** - This is the ratio of audio or video start events to audio or video completion events.

\* Source iab <https://bit.ly/3AepL4J>

# Glossary of Common Terms - Email



**Emails Sent** - The number of emails that were sent out to your target audience

**Opens** - The number of times your email was opened

**Open Rate** - Calculated by dividing the total number of opens by the total emails sent, viewed as a percentage

**Clicks** - The number of times an email was clicked on

**Click Through Rate** - Calculated by dividing the total clicks by the total emails sent, viewed as a percentage

**Clicks to Open Rate** - Calculated by dividing the total number of clicks by the total number of opens, viewed as a percentage

# Glossary of Common Terms - Paid Search



**Impressions** - How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.

**Clicks** - When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

**Conversions** - An action that's counted when someone interacts with your ad (for example, clicks a text ad) and then takes an action that you've defined as valuable, such as an online purchase or a call to your business from a mobile phone.

**Calls** - The number of phone calls initiated from your ads

**Website Conversions** - All other on-site conversions (form fills, outbound link clicks, button clicks, etc.) minus phone calls

**Conversion Rate** - Calculated by taking the number of conversions and dividing that by the number of total impressions that can be tracked to a conversion during the same time period.

**CTR** - Total clicks divided by total impressions

**Daily Search Impr. Share** - the percentage of impressions that your ads receive compared to the total number of impressions that your ads could get.  $\text{Impression share} = \text{impressions} / \text{total eligible impressions}$ .

**Impr. (Top) %** - Search top impression rate is the percent of your impressions that are shown anywhere above the organic search results.

**Unique Callers** - The number of unique callers tracked from users who clicked on a paid ad

**Average Duration** - The average duration of a tracked phone call from a paid ad

# Thank you

for supporting impactful local journalism.

# **Plymouth, MN**

# **Visitor Impact Snapshot**

Dates Analyzed: January 1 - December 31, 2025



# Objective

To gain strategic insights into 2025 visitor patterns and their transformative impact on the City of Plymouth, MN.

*Dates: January 1 - December 31, 2025*



# Key Insights

<h2>16%</h2> <p><i>% of People that are Visitors</i></p>	<h2>74%</h2> <p><i>% of Out of State Visitors</i></p>	<h2>44%</h2> <p><i>Share of Visitor Spend at Local Businesses*</i></p>
<b>2% Decrease</b> from previous year	<b>5% Increase</b> from previous year	<b>3% Decrease</b> to previous year




Visitation saw an overall decrease, though out-of-state visitation grew. This demonstrates growing awareness of the Plymouth area and an expanding geographic reach. Both visitation and local visitor business spending align with broader industry trends, as 2025 brought widespread decreases across the Midwest.

*\*Local Business Spend: Share of spend that occurs at merchants not classified as Grocery Stores, Gas Stations, Discount Stores (Big Box retail), Parking lots or Fast Food restaurants. The remaining merchants are more likely to be locally owned businesses.*

# Visitor Impact on the Local Economy

<p><b>12%</b></p> <p><i>Share of Overall Spend from Visitors</i></p>	<p><b>13%</b></p> <p><i>Share of Restaurant Spend from Visitors</i></p>	<p><b>20%</b></p> <p><i>Share of Retail Spend from Visitors</i></p>	<p><b>8%</b></p> <p><i>Share of Arts, Entertainment, and Attractions Spend from Visitors</i></p>
	<p><b>\$69</b></p> <p><i>Restaurant Average Spend of Visitors</i></p>	<p><b>\$141</b></p> <p><i>Retail Average Spend of Visitors</i></p>	<p><b>\$43</b></p> <p><i>Arts, Entertainment, and Attraction Average Spend of Visitors</i></p>

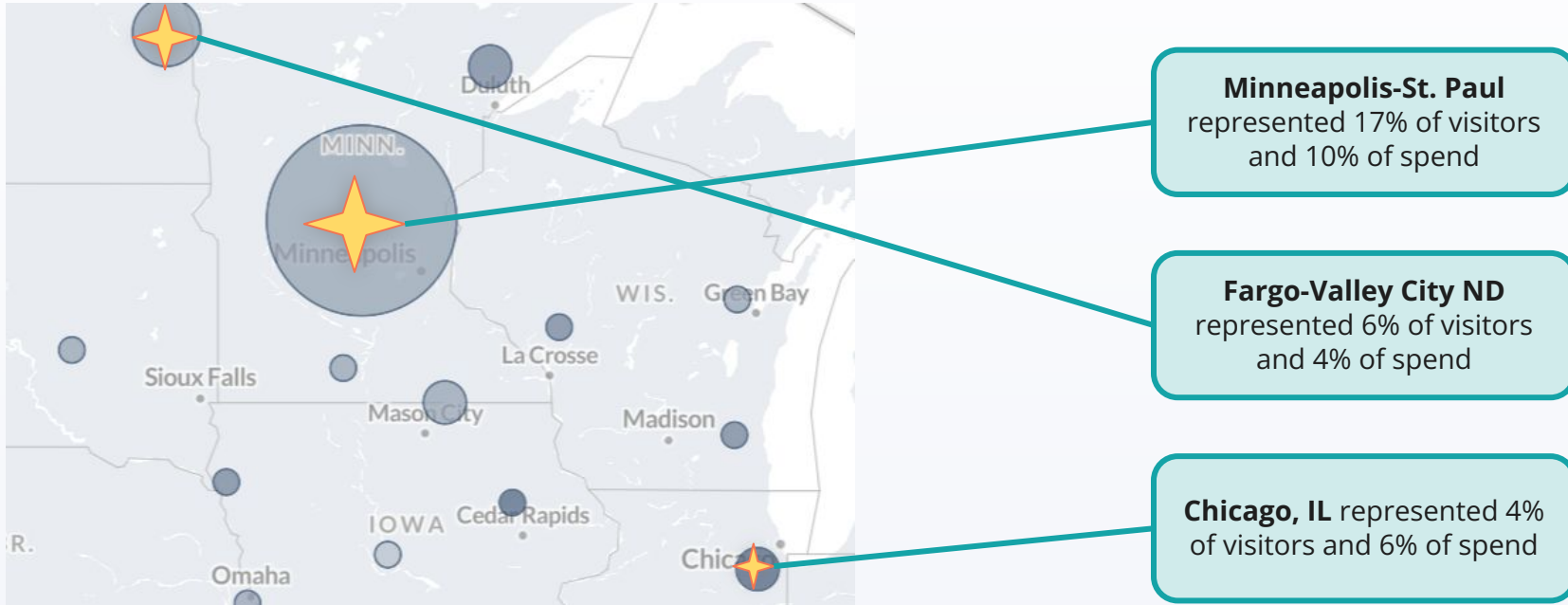
# Who are Plymouth, MN visitors?

	<p><b>55%</b> are <b>25-54</b> years old</p>
	<p><b>53%</b> have an average household income <b>\$100k+</b></p>
	<p><b>62%</b> <b>do not have</b> children in the household</p>



# Where are visitors from?

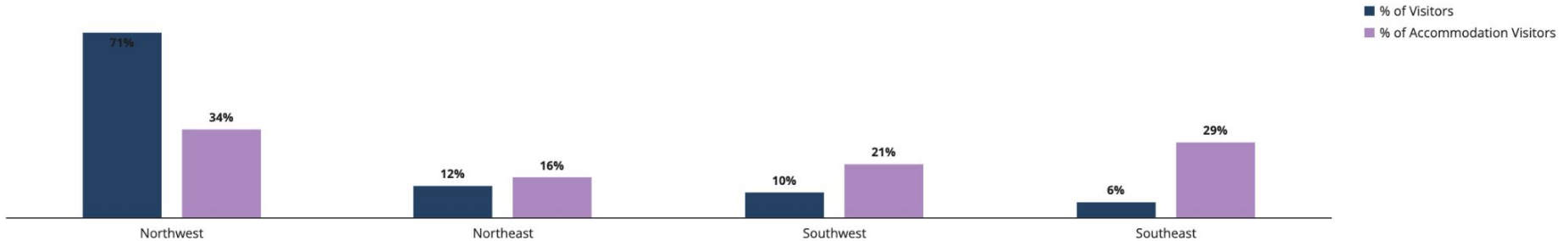
Minneapolis-St. Paul makes up the highest share of visitors as the most local market. The Chicago market is one to watch, despite a lower percentage of visitors, they represent a powerful spending market.



# Where are visitors going and staying by region?

The Southwest and Southeast regions saw a higher percentage of accommodation visitors than overall visitation, indicating a preference for staying in these areas. The Northwest region dominated overall visitation and maintained the highest accommodation visitation numbers, despite the percentage gap between the two metrics.

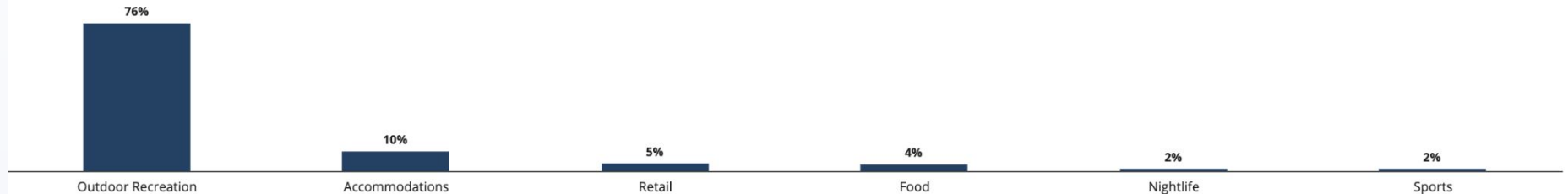
## % of Visitation and % of Accommodation Visitation by Region



# Where are visitors going by POI Category?

**Outdoor Recreation, Accommodations, and Retail** drive the highest share of visitor observations in Plymouth.

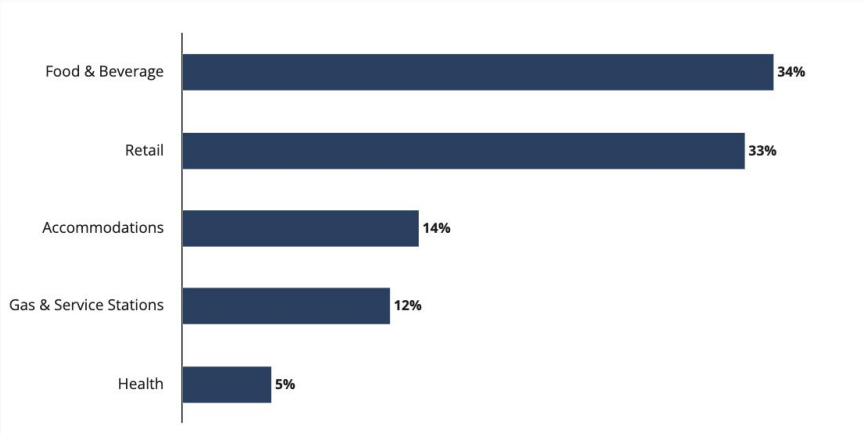
% of Visitation by Point of Interest Category



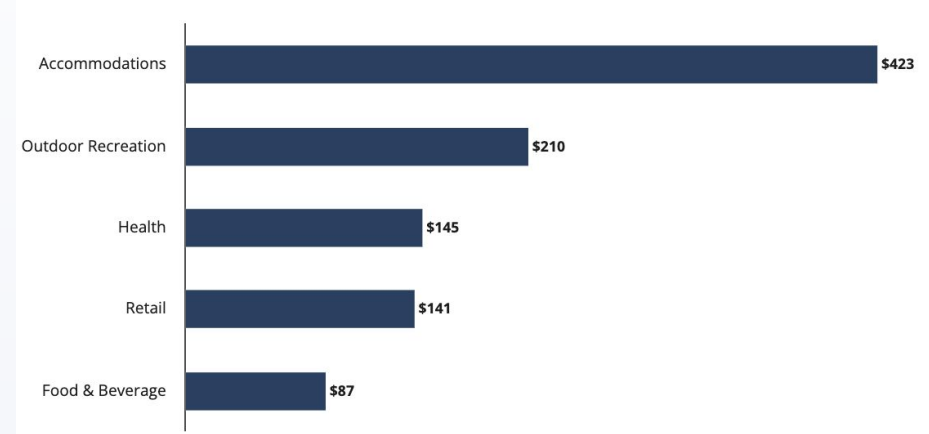
# Where are visitors spending their money?

Visitors spend almost **\$34 of \$100** while in destination at **Food & Beverage** merchants. The average visitor spend at accommodations is **\$423**, which is the highest of all categories.

### Share of Wallet



### Average Visitor Spend by Category



# Marketing Opportunities



## Origin Markets

Future marketing efforts should continue to prioritize a 5 hour drive market, but hone in on markets like Chicago with a higher spend value per visitor.



## Persona

Visitors tend to have a higher income and are split on whether they have children. Understanding this will help tailor content to the right types of visitors and what they may be interested in when they arrive.



## Content & Creative

Tap into user generated content where you can as it is generally more engaged with. Focus on the markets you want to bring to Plymouth and hone in on the user experience that they will find most helpful.

# Thank you!



# Visitor Definition

## Visitor Definition

In alignment with the U.S. Travel Association, Zartico defines a **visitor** as someone who has:

- Come from ***over 50 miles*** from where they live
- Visited at least ***one place of impact***

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet the two criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than ***60 miles*** between the center of the cardholder zip and the center of the merchant zip.

## Local Visitor Definition

Zartico defines a **local visitor** as someone who has:

- Come from ***outside the destination boundary***, but ***within 50 miles***.



# ZARTICO

## Company Overview

Zartico is a leading visitor intelligence company purpose-built for place-based industries. Our solutions fuse data science with real-world behavior to provide comprehensive insight into the visitor journey—spanning behavioral patterns, economic impact, and marketing effectiveness. Headquartered in Salt Lake City, Utah, Zartico serves a wide range of clients, such as destinations, resorts, attractions, arenas, and agencies.



Headquarters

**Salt Lake City**



Founded in

**2019**



Working with

**250+ Destinations**



## Licensed Data Sets

### Geolocation

- 19 trillion observations
- Daily visibility of both visitors & residents
- 1.6 billion global devices in 180+ countries

### Spending

- 140 million cards
- 8.8 billion transactions annually
- 4 credit & debit card brands

### Lodging

- 13 million hotel rooms + short-term vacation rentals
- Largest global data set available
- Future Pacing + historic look back

**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **Review 2025 Goals**

---

**1. Action Requested:**

Review and provide feedback on the 2025 DMO goals and reported outcomes.

**2. Background:**

Staff will present a summary of the 2025 DMO goals and key outcomes to date. The Advisory Board's input will help validate progress, identify gaps and inform any recommended adjustments moving forward.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. 2025 Goals and Performance

## 2025 Strategic Goals & Performance Tracking

Goal Area	Specific Goal / Action Item	Met?	Notes
<b>Increase Visitor Numbers &amp; Spending</b>	Advertise in Plymouth’s top three visitor markets (Duluth, Fargo, Rochester) as identified in the market study.	Yes	Kept advertising local for first part of 2025. Expanded to Chicago, Duluth, Mankato and Kansas City for fall and winter campaign with the Minnesota Stat Tribune in October, November and December.
	Track visitor analytics (visitor numbers and spending) using Zartico.	Yes	Continue to track visitor analytics monthly, meet with Zartico to determine marketing tactics and share with advisory board.
	Achieve a 5% year-over-year increase in visitor spending.	No	Spending data from Zartico shows visitation was down by 3% but out of state visitor spend was up 4% from the year before. Spending is down in majority of regions.
<b>Enhance Visitor Experience</b>	Develop market segmentation data for key visitor groups (corporate users, families, weekenders,	Yes	Created visitor itineraries and blogs focused on specific user groups (families, couples, kids) by

Goal Area	Specific Goal / Action Item	Met?	Notes
	concertgoers, sports fans).		working with a content writer.
	Create targeted marketing plans based on the unique needs of each visitor segment.	Yes	Worked with Star Tribune for email, SEO and geotargeting for visitors.
	Develop a website that includes hotels, restaurants, attractions, and suggested itineraries in Plymouth.	Yes	Website launched in August, developed specific itineraries for October, December and January.
<b>Strengthen Hospitality &amp; Tourism Partnerships</b>	Increase meeting and event bookings through special promotions.	Unsure	Winter venue specials promotion. Creation of Plymouth coupons.
	Advertise Plymouth as a meetings and events destination.	Yes	Winter event promotion, website with meetings section, advertising in Explore MN Travel Guide and sponsored Meeting Planners International Holiday Celebration.
<b>Develop Marketing Initiatives</b>	Create a Meetings & Events Guide by the end of 2025.	No	Created a Meetings and events section on the website. Have shifted priorities to map, coupons and visitor guide. Will revisit in future.

Goal Area	Specific Goal / Action Item	Met?	Notes
	Develop partnerships with social media influencers for summer and fall 2025 marketing campaigns.	Yes	Worked with various influencers including Falen from iHeart Media/KDWB, Twin Cities Twin Mom and Knead to Roam (Antonia Grant).
	Create a document outlining lodging and dining options for corporate users.	Yes	Created a Plymouth area map with a backside featuring Plymouth restaurants
	Create an area map highlighting hotels, attractions, and restaurants.	Yes	Map includes area attractions, hotels and restaurants
	Increase meeting and event bookings through promotional marketing initiatives.	Unsure	Working to increase awareness of Hello! Plymouth and what we offer for meetings & events in Plymouth.

**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **2026 DMO Work Plan**

---

**1. Action Requested:**

Review and approve the 2026 Destination Marketing Organization Work Plan.

**2. Background:**

Every year, the Destination Marketing Organization will submit a work plan. The work plan provides the City Council with an overview of the Destination Marketing Organizations initiatives and goals for the year. The draft work plan is attached for review and/or modifications. The DMO Chair will present the work plan at the February 24th City Council Meeting. The final work plan will be approved by the City Council.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. 2026 Work Plan

### Commission Purpose

To promote Plymouth as a City of choice – offering vibrant activities and events, quality dining, robust hotel options, engaging attractions, and premier recreation opportunities while fostering economic impact and enhancing the quality of life.

### 2026 Work Plan

#### City Council Strategic Themes

	GOALS/PLANNING	Strategic Priorities
<b>ON-GOING</b>	<ul style="list-style-type: none"> <li>Work in an advisory capacity regarding marketing initiatives to promote Plymouth as a destination.</li> </ul>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
<b>FIRST QUARTER</b>	<ul style="list-style-type: none"> <li>Commission orientation</li> <li>Appoint Commission Chair &amp; Vice Chair</li> <li>Plan Yearly Marketing Initiatives</li> <li>2025 Goal Review</li> </ul>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
<b>SECOND QUARTER</b>	<ul style="list-style-type: none"> <li>Annual Report - 2025</li> <li>Annual Meeting – 2026</li> <li>Quarterly Special Event Review/Upcoming Event Update</li> <li>Sales Tax Update</li> </ul>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
<b>THIRD QUARTER</b>	<ul style="list-style-type: none"> <li>Familiarization (FAM) Tour</li> <li>Marketing Initiatives sent by email</li> </ul>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
<b>FOURTH QUARTER</b>	<ul style="list-style-type: none"> <li>Strategic Plan Review</li> <li>2027 Goals</li> <li>Review Marketing Initiatives</li> <li>Quarterly Special Event Review/Upcoming Event Update</li> </ul>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A

- City Center 2.0 - Reimagining Plymouth City Center – the city’s central area – remains a top priority for City Council. Known as City Center 2.0, the city's long-term vision involves exploring land uses and improving infrastructure to encourage redevelopment that will draw people to the area and support commerce, art, recreation, inclusion and community vitality.
- Redevelopment Vision - The primary objective of this theme is to consider how Plymouth can articulate its vision for long-range redevelopment citywide. The city will work to establish clear expectations for projects while partnering with developers to meet the desired outcomes.
- Environment - Plymouth’s environmental efforts remain a priority, and the city will examine its impact and commitment to stewardship.
- City of Choice - City Council determined that the city must build on its strengths in order to remain a city of choice for residents, businesses, organizations, visitors and events.



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **2026 Goals**

---

**1. Action Requested:**

Approve the 2026 goals for Hello! Plymouth.

**2. Background:**

The DMO Advisory Board should approve the attached revised 2026 goals.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. 2026 Goals



## 2026 Goals

### Purpose

2026 is a foundational year in Plymouth's journey toward becoming a recognized destination. This plan focuses on increasing brand awareness, elevating the city's visibility as a place to visit and stay, and ensuring that residents and visitors alike know where to find trusted information about Plymouth's offerings.

### GOAL 1: Increase Awareness of Plymouth as a Destination

#### Objective:

Help more people recognize Plymouth as a place worth visiting, not just living. Drive awareness of Plymouth's events, amenities, public spaces, local businesses, and experiences.

#### Key Actions:

- Launch part 3 of campaign series- outdoor things to do by the end of February with promotions (website, social media and Star Tribune)
- Create an "Experience Plymouth" video campaign (see goal 3) by end of summer
- Refresh visitor-facing content on HelloPlymouth.com by May
- Track a 25% increase in traffic to visitor-facing website content by October
- Increase email subscriber list by 500 and grow content engagement by 30% by November

#### Why It Matters:

Many locals and visitors still don't know what Plymouth offers or that it's a place to stay, not just pass through. Increasing visibility will influence more overnight stays, dining, and attendance at local events.

### GOAL 2: Improve and Promote Tools That Help People Discover What's Happening in Plymouth

#### Objective:

Ensure that residents and visitors have easy access to accurate, engaging, and regularly updated resources and that those tools drive real interaction.

#### Key Actions:

- Publish a Plymouth area map with accompanying coupons, available both online and in print at all eight Plymouth hotel properties by February.
- Establish a weekly update process for the online events calendar by April
- Share quarterly updates with the Advisory Board to show marketing impact and engagement trends



- Create user friendly navigation on the helloplymouth.com pages by May
- Publish a Visitor Guide by August, including itineraries, events, dining, recreation, and local highlights
- Increase calendar traffic on the website by 30% by December

**Why It Matters:**

People want to plan and if Plymouth’s information isn’t current or easy to find, they’ll choose surrounding cities instead.

**GOAL 3: Strengthen Engagement and Visibility Through Storytelling and Partnerships**

**Objective:**

Use human-centered stories and local collaboration to highlight what makes Plymouth a compelling place to visit and live. Support visibility of local businesses and build hospitality relationships to support long-term growth.

**Key Actions:**

- Launch an “Experience Plymouth” awareness campaign in the summer/fall featuring Plymouth businesses and residents
- Collaborate with 5+ local partners (businesses, hotels, venues, or civic orgs) to share and expand reach
- Develop a campaign in partnership with a video producer and run the video as a paid advertisement with at least one outlet by year-end.
- Initiate or strengthen relationships with 5 hospitality/DMO partners by year-end

**Why It Matters:**

Plymouth’s story needs to be told by real people, in real places. This work attracts attention, builds pride, and lays the groundwork for event attraction and stronger tourism partnerships.

**2026 Timeline Overview**

Quarter	Focus
Q1 (Jan–Mar)	Campaign planning, website updates, board communication
Q2 (Apr–Jun)	Launch awareness campaign, create first visitor guide, calendar refresh
Q3 (Jul–Sep)	Publish guide, deepen storytelling + partner promotions
Q4 (Oct–Dec)	Evaluate performance, report to advisory board, prep for 2027 DMO growth phase



**By End of 2026, We Will Have:**

- Made measurable progress in brand awareness and visibility
- Provided easy-to-use resources for visitors and residents
- Built meaningful partnerships with hospitality and DMO peers
- Positioned Plymouth to grow into a more formal destination marketing presence in 2027 and beyond



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **2026 Plymouth Parks and Recreation Special Events**

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**1. Action Requested:**

Update on Plymouth Parks and Recreation special and upcoming events.

**2. Background:**

Included is the 2026 Plymouth Parks and Recreation Special Events calendar along with descriptions of each special event.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. 2026 Special Events
2. Plymouth Parks and Rec Special Event Descriptions



Artisan Market



Summer Beach Series



Kids Fest



Farmers Market



Halloween Event



# 2026 SPECIAL EVENTS

<b>JAN 19</b>	Special Open Play at PCC (9am-2pm)
<b>JAN 24</b>	Mite Hockey Outdoor Jamboree
<b>JAN 31</b>	Puzzle Palooza
<b>FEB 7</b>	Fire & Ice
<b>FEB 16</b>	Special Open Play at PCC (9am-2pm)
<b>MAR 6</b>	Pie Day
<b>MAR 18-22</b>	2026 Chipotle - USA Hockey High School National Championships
<b>MAR 21</b>	Discover Plymouth
<b>APR 10</b>	Pint-Sized Prom
<b>APR 23</b>	Draft Party
<b>APR 23-APR 26</b>	Primavera
<b>MAY 1</b>	Walk with the Mayor
<b>MAY 16</b>	Bark in the Park
<b>MAY 21</b>	Memorial Day Ceremony
<b>MAY 21</b>	Beaches and Bonfires
<b>JUN TBD</b>	Hilde Nights
<b>JUN 16</b>	Summer Skate Series
<b>JUN 17-SEP 30</b>	Farmers Market
<b>JUN 27</b>	Music in Plymouth 5K
<b>JUL 8</b>	Music In Plymouth
<b>JUL TBD</b>	Hilde Nights
<b>JUL 31-AUG 1</b>	Hilde Amplified - NEW!
<b>AUG 7</b>	Beaches, Bands and Brews
<b>AUG 20</b>	Kids Fest
<b>AUG 28</b>	Hilde Nights - Fabulous Armadillos
<b>SEP 19</b>	All Abilities Ride, Roll & Stroll
<b>OCT 23</b>	Halloween Event
<b>NOV 5</b>	Veterans Day Event
<b>NOV 14</b>	Plymouth Artisan Market
<b>DEC 5</b>	Merry Market
<b>DEC 6</b>	Santa Visits the Sensory Room

763-509-5200  
[plymouthmn.gov/specialevents](http://plymouthmn.gov/specialevents)

## *Plymouth Park and Recreation Events*

**City Events:** The City of Plymouth is known in the region for its event programming that draw thousands of visitors to the community every year. Those events include:

- **Hilde Amplified** – The Plymouth Hilde Amplified is a new ticketed two-day music festival held at the Hilde Performance Center during the summer months. Set to bring national touring acts and a full festival experience to the Hilde Performance Center. (Attendance approx. 8,000 per day - 16,000 total over two days).
- **Music in Plymouth** - A sure sign of summer in the city, Music in Plymouth is held in the beginning of July each year at the Hilde Performance Center, 3500 Plymouth Blvd. The Plymouth Civic League presents the free Music in Plymouth event with the support of the City of Plymouth, Plymouth businesses and residents. The event features performances from the MN Orchestra and other various artists, family activities, food trucks, sponsor booths and fireworks. (Attendance approx. 10,000-15,000)
- **Farmers Market** - The 2023 Plymouth Farmers Market is held every Wednesday starting late June through early October at the Parkers Lake Playfield. Various vendors set up booths and sell fresh fruits and vegetables, cheeses, honey, olive oil and much more. (Attendance approx. 23,000-25,000 – per season)
- **Fire and Ice Festival** - Fire & Ice, Plymouth’s annual winter festival is held the first Saturday in February at Parkers Lake Park, at County Road 6 and Niagara Lane. The free event offers winter activities that celebrate the best of the bold north, including sled dog rides, a youth ice fishing contest, ice games, recycle bin races, horse-drawn trolley rides, pony rides, box hockey, ice skating, food trucks, bonfire pits, snowshoeing, cross-country skiing and fireworks display, weather permitting. (Attendance approx. 3,000-5,000)



- **Discover Plymouth** - Plymouth's annual community showcase, Discover Plymouth occurs in April each year at the Fieldhouse dome at the Plymouth Community Center. The free event features local businesses, community groups, activities for children, nonprofit organizations, and community services. Attendees can have informal conversations with city staff from various departments and learn about recreation programs, volunteer opportunities, environmentally friendly practices, city services and more. (Attendance approx. 1,000-2,000)
- **Primavera** - Plymouth's annual springtime celebration of the arts, occurs every April at the Plymouth Community Center. A partnership of the City of Plymouth and Plymouth Arts Council, this free event provides an opportunity for the public to view and celebrate fine art. Original juried artwork by local and regional artists, as well as artwork by Plymouth area high school students, are featured in the art gallery and nearby classrooms at the community center. (Attendance approx. 1,000-2,000)
- **Bark in the Park** - Plymouth's popular all-about-dogs event, Bark in the Park is held annually in May at the Hilde Performance Center. The free Bark in the Park event features dog products and non-profits, pet supply vendors, giveaways, a "pup-arazzi" photo booth, dog caricatures, pup pools for four-legged friends to cool off, small dog races, Dog Treat Trail, and a stuffy adoption center (for dogs). (Attendance approx. 800-2,000)
- **Summer Beach Series** - The beach series consists of three different free events held at Parkers Lake Beach, East Medicine Lake Beach or West Medicine Lake Beach. The events include a Beaches and Bonfire event with live music and bonfires, a Parkers Lake Playday featuring water activities, waterslides, fishing and more, and a Beaches, Band and Brews event featuring live music and beer. (Attendance approx. 200-500)

- **Entertainment in the Parks** - During the summer months the city hosts several concert events free to the public and the Hilde Performance Center. The concerts feature various artists from local to regional groups. (Attendance approx. 200-3,000)
- **Kids Fest** - A summer carnival with a splash of learning, Kids Fest features inflatables, games, prizes and entertainment held on the Hilde stage and surrounding lawn. The event is held during the month of August on a Thursday evening. (Attendance approx. 2,500-4,000)
- **Halloween at the Lake** - Halloween at the lake is held the Friday before Halloween at Parkers Lake Playfield. It is a free event that brings together the best of Plymouth's Parks and Recreation, Police, and Fire departments, Halloween at the Lake features attractions such as inflatables, food trucks, pumpkin bowling, pumpkin golf, bingo, an apple launcher and treat stations. The event also includes public safety vehicles for children to view, as well as a sensory station for hands-on fun. (Attendance approx. 3,000-5,000)





**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **2026 Destination Marketing Organization Meeting Schedule and Policies**

---

**1. Action Requested:**

N/A

**2. Background:**

Attached is the 2026 City of Plymouth Meeting Calendar which includes the quarterly Destination Marketing Organization Advisory Board meeting dates for 2026. Note that the April board meeting is a week earlier than normal on April 15 due to a tradeshow the following week.

Advisory Board Members are expected to attend 100% of board meetings, with 80% minimum attendance accepted. Attached are the Advisory Board Policies and Procedures for review.

**3. Budget Impact:**

N/A

**4. Attachments:**

1. 2026 Meeting Calendar
2. Advisory Board Roles and Policies



# 2026 MEETING CALENDAR

**This calendar shows regular meetings only**  
(special meetings are listed on monthly calendars)

JANUARY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

AUGUST						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

APRIL						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MAY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JUNE						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- CITY COUNCIL - 7:00 pm  
2nd & 4th Tuesdays\*
- PLANNING COMMISSION - 7:00 pm  
1st & 3rd Wednesdays\*
- PARK & REC COMMISSION - 6:00 pm  
2nd Thursdays\* (only 6 meetings per year)
- HRA - 7:00 pm  
4th Thursdays\*
- ENVIRONMENTAL QUALITY - 7:00 pm  
2nd Wednesdays\*
- DMO ADVISORY BOARD - 10:00 am  
4th Wednesdays (quarterly)
- ELECTION DAY (no public meetings)
- CITY OFFICES CLOSED (no public meetings)

Charter Commission -Meets biannually  
June 11 - 7:00 p.m.  
December 9 - 7:00 p.m.

Council Notes  
\*April - move April 14 meeting to April 13 due to special election  
\*Aug. - cancel Aug. 11 due to election  
\*No meeting Dec. 22

HRA Notes  
\*Nov. and Dec. meetings combined to Dec. 3

EQC Notes  
No meeting July 8  
Meeting change to Nov. 12 due to city offices closed

DMO Notes  
April - move meeting to April 15

### Attendance Policy

- 100% attendance is expected, with an 80% minimum attendance accepted

### Expectations Prior To Each Meeting

- Review the agenda packets thoroughly. Packets will be available electronically the week prior to the meeting and sent via email to the advisory board
- Notify Katie if you are unable to make it to the meeting as soon as possible

### Meetings

#### Quorum

- A quorum is required to hold a meeting. A quorum is the minimum number of voting members who must be present at a properly called meeting to conduct business
  - A quorum of 5 is required

#### Rules of Order

- Meetings will follow Roberts Rule of Order

#### Motions, Resolutions, Ordinances

- A motion is a matter of parliamentary procedure and can be used to take action
  - Motion is “moved” and “seconded”; each member has the opportunity to discuss before taking action
- A resolution is used for actions of a temporary, routine, or administrative nature. (i.e. submittal of grant applications, approval of the budget, lending support to projects)
- An ordinance is a Council enactment that regulates people or property and provides a penalty if violated. It is the law of the City

#### Order of Business:

- Call to Order
- Public Forum
- Approve Agenda
- Consent Agenda – routine/non-controversial items (can be pulled to discuss)
- Public Hearings – notice usually mailed and published
- New Business
- Updates
- Adjournment

*This information is excerpted from pages 35-36 of LMC Handbook Chapter 7*

### **Open Meeting Law**

- Requires that all meetings are open to the public (except when allowed to be closed under certain circumstances)
  - Prevents actions from being taken in secret
  - Ensures the public's right to be informed
  - Gives the public an opportunity to present its views
- Common Exceptions
  - Employee performance reviews or misconduct investigations
  - Labor negotiations
  - Attorney-Client Privilege
  - Discussion of non-public data
- Potential Problem Areas
  - Social gatherings
  - Telephone, Email and Social Media
  - Serial Meetings

*This information is excerpted from pages 12-26 of LMC Handbook Chapter 7*

### **Data Practices**

- Under the Minnesota Government Data Practices Act, all government data is presumed *public* unless a state statute, federal law or temporary classification deems it otherwise
  - This presumption is reversed for personnel data (data on individuals employed by the city) and all personnel data is presumed *private* unless a state statute or federal law deems it public
- Data Practices Responsible Authority: Dave Callister, City Manager
- Data Practices Compliance Official: Jodi Gallup, City Clerk
  - Classifies, maintains and secures data
  - Responds to data requests
- Access to data is no greater than that of the general public unless their "work assignment reasonably requires access" to information that has been classified as not-public
- Advisory Board members should be aware that all files, documents, email messages and internet logs are owned by the City and may be subject to open records requests
  - Users should have no expectation of privacy

*This information is excerpted from pages 3, 8-11, and 28 of LMC Data Practices Memo*

### **Ethics and Conflicts of Interest**

- State law prohibits elected and appointed officials from receiving gifts from any interested person
  - "Gift" is defined as money, property, service, loan, forbearance or forgiveness of debt or a promise of future employment

- Interested person” is defined as a person or representatives of a person or association that has a direct financial interest in a decision that a local official is authorized to make
- Conflicts of Interest
  - No member of the city council may have a direct *or indirect* interest in any contract the council makes. This applies to boards and committees as well.
    - Several exceptions exist and the interested party can disclose his or her interest
    - Courts have followed similar principles in non-contractual situations
  - Best Practices:
    - Consult with city attorney - potential conflict of interest situations are each unique
    - Abstain – meaning refrain from vote and discussion on item

*This information is summarized from LMC Official Conflict of Interest Memo*

### **Advisory Board Roles and Responsibilities**

- Work in an advisory capacity regarding marketing initiatives to promote Plymouth as a destination
- Prepare a strategic plan and annual report to be submitted to Council for approval



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Katie Langland, DMO Coordinator

**Reviewed by:** Kari Hemp, Recreation Manager

**Item:** **City Council Update**

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**1. Action Requested:**

City Council updates from Clark Gregor, Plymouth City Council Member.

**2. Background:**

N/A

**3. Budget Impact:**

N/A

**4. Attachments:**