

**CITY OF PLYMOUTH  
AGENDA  
Regular Destination Marketing Organization Advisory Board  
Crowne Plaza Minneapolis West  
3131 Campus Dr, Plymouth, MN 55441  
April 15, 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. 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 Minutes 01-28-2026

**6. GENERAL BUSINESS**

- 6.1** Opening Remarks & Board Introductions
- 6.2** 2025 Annual Report Presentation  
1. HelloPlymouth\_AnnualReport2025
- 6.3** Looking Ahead
- 6.4** Sales Tax Update
- 6.5** Special Event/Upcoming Events Update  
1. Special Events 2026

**7. REPORTS AND STAFF RECOMMENDATIONS**

## 8. ADJOURNMENT



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Megan Morris, Office Support Specialist

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

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

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**1. Action Requested:**

Adopt attached minutes from the meeting held on January 28, 2026.

**2. Background:**

N/A

**3. Budget Impact:**

N/A

**4. Attachments:**

1. Proposed Minutes 01-28-2026

# Proposed Minutes

## Destination Marketing Organization Advisory Board

### Wednesday, January 28, 2026

MEMBERS PRESENT: Chair Tim Naumann, 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 Megan Morris

COUNCIL REPRESENTATIVE: Clark Gregor

GUESTS: Bella Gallagher and Ryan Barnholdt from Minnesota Star Tribune

#### **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 first quarter meeting and introduced everyone to the Star Tribune guests, Bella Gallagher and Ryan Barnholdt.

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

No one was present to speak at the public forum.

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

Langland explained that the positions of Board Chairperson and Vice Chairperson need to be re-appointed for 2026. 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**

No presentations or public information announcements.

#### **5. APPROVE AGENDA**

Motion by Board Member Erik Halverson and seconded by Board Member Jessica Riley recommending approval of the January 28, 2026 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 July 23, 2025 Meeting**

Motion by Board Member Erickson and seconded by Board Member Lynda Ellingson recommending approval of the July 23, 2025 Destination Marketing Organization Advisory Board agenda. With all members voting in favor, the motion carried.

#### **7. General Business**

##### **(7.1) Marketing Updates**

Bella Gallagher and Ryan Barnholdt from the Minnesota Star Tribune presented their digital campaign results for the first Hello Plymouth campaign. The campaign included search retargeting, addressable geofencing, and site retargeting. They explained the results were higher than their benchmarks and were very pleased with them. Over 100,000 emails were sent. They reviewed a heatmap showing what

recipients clicked on the most from the email they received. The campaign also generated 164 clicks to lodging properties. The board discussed the importance of continuing these efforts and exploring new campaign ideas, particularly for large conventions and sports events.

### **(7.2) Review 2025 Goals**

Langland reviewed 2025 goals and performance, focusing on website creation and advertising efforts which included local brand awareness, billboards, social media, and collaboration with the Minnesota Star Tribune. A 3% decrease of visitor spending was noted. Langland discussed efforts to enhance the visitor experience through itineraries, blogs, and marketing materials.

### **(7.3) 2026 DMO Work Plan**

Langland presented the 2026 Destination Marketing Organization Work Plan. She noted the addition of 2026 goals in the first quarter and a sales tax update at the Annual Meeting. Motion by Board Member Erickson and seconded by Board Member Carolyn Murphy to approve the 2026 DMO Work Plan. With all members voting in favor, the motion carried.

### **(7.4) 2026 Goals**

Langland presented the revised 2026 goals focusing on increasing awareness of Plymouth as a destination. She explained she will be working to improve navigation and user experience on the website. The goals include tactics for increasing visitor website traffic, email subscribers and content engagement.

Motion by Board Member Riley seconded by Board Member Halverson to approve the 2026 Goals. With all members voting in favor, the motion carried.

## **8. Reports and Staff Recommendations**

### **(8.1) 2026 Plymouth Parks and Recreation Special Events**

Langland shared upcoming event information on Fire and Ice and Discover Plymouth and reminds everyone about the volunteer advisory board recognition event on Feb. 24, 2026. Recreation Manager Kari Hemp explained the packet included a schedule of the 2026 City of Plymouth Parks and Recreation Special events as well as a document that includes descriptions of the special events.

### **(8.2) 2026 Destination Marketing Organization Meeting Schedule and Policies**

Langland shared the meeting schedule and policies are included in the packet and noted that the April meeting was shifted to a week earlier than normal due to a tradeshow she will be attending the following week.

### **(8.3) City Council Update**

Council member Clark Greggor shared a brief city council update, mentioning the national current events and the progress on the sales tax. The “Play It Forward” campaign will be introduced as part of the sales tax initiative in the coming months.

## **APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON**

The Destination Marketing Advisory Board resumed their discussion on appointments of chairperson and vice chairperson. Lynda Ellingson volunteered to be the 2026 Chairperson and Tim Naumann volunteered to be Vice Chairperson. Motion by Erik Halverson and seconded by Jennifer Erikson approving the new Chairperson and Vice Chairperson. With all members voting in favor, the motion carried.

## **9. ADJOURNMENT**

Motion by Vice Chair Naumann and seconded by Board Member Halverson recommending adjournment of the Destination Marketing Advisory Board meeting. With no objection, Chair Naumann adjourned the meeting at 11:31 a.m.



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Megan Morris, Office Support Specialist

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

**Item:** **Opening Remarks & Board Introductions**

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**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:** Megan Morris, Office Support Specialist

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

**Item:** **2025 Annual Report Presentation**

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**1. Action Requested:**

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

**2. Background:**

N/A

**3. Budget Impact:**

N/A

**4. Attachments:**

1. HelloPlymouth\_AnnualReport2025

# Star Tribune Campaign October-December

## Display Campaign

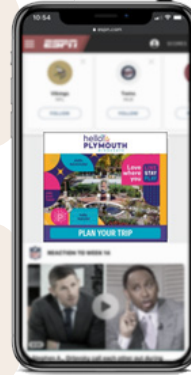
**411k**  
impressions

**409**  
clicks

## Email Campaign

**100k**  
emails sent with an  
open rate of 18.31%

**2.43k**  
clicks



## Search Engine Marketing

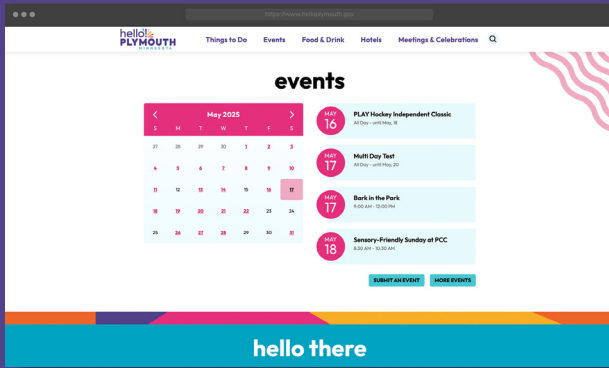
**219k**  
impressions

**164**  
hotel outbound clicks  
from our website

## Social Campaign

**52k**  
impressions

**1,604**  
clicks



## Launched helloworldplymouth.com

**62k** Event Count

**22k** Views

**10k** Active Users

### Top Visited Pages:

1. Events
2. Meetings
3. Food & Drink

**Website Features:** Hotels, things to do, restaurants, meetings & events, visitor resources



**74%**

visitors are from  
out of state

### Most visitors came from:

- 1 Minneapolis St. Paul
- 2 Fargo, ND
- 3 Chicago, IL

### Top ways visitors are benefitting Plymouth's economy:

1. food & beverage
2. retail
3. accommodations

Average visitor spends \$131 per day

**45.7%** of visitors stayed overnight

**54.3%** were day trip visitors

# Social Media Growth

## Facebook

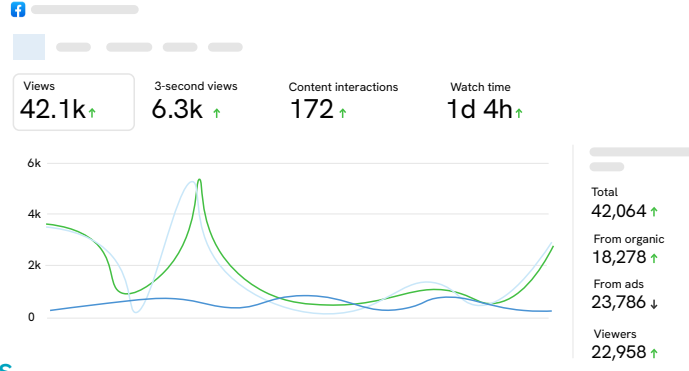
1.1K Followers

75% Female  
25% Male

## Instagram

1.2K Followers

66% Views from non-followers  
71% Engagement from followers



# Economic Impact

**8**  
hotel properties

**1,028**  
hotel rooms

**50.8%**  
hotel occupancy

**\$113.69**  
average daily rate



# Area Info

**3,400+** Events & News  
Subscribers

**80+** Partner Updates  
Email: Plymouth  
Tourism Partners



Plymouth Area Map



Explore Minnesota Guide Ad

# Advisory Board

Destination Marketing Coordinator **Katie Langland**

- ▶ Tim Naumann
- ▶ Carolyn Murphy
- ▶ Jennifer Erickson
- ▶ Kym Joles
- ▶ Jess Riley
- ▶ Lynda Ellingson
- ▶ Troy Reding
- ▶ Erik Halverson
- ▶ City Council Representative Clark Gregor



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Megan Morris, Office Support Specialist

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

**Item:** **Looking Ahead**

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**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:** Megan Morris, Office Support Specialist

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

**Item:** **Sales Tax Update**

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**1. Action Requested:**

Play it Forward Plymouth is the city's public education campaign to educate voters on potential sales-tax-funded projects. Staff will present the process to date, current status and next steps.

**2. Background:**

N/A

**3. Budget Impact:**

N/A

**4. Attachments:**



**To:** Destination Marketing Organization Advisory Board

**Prepared by:** Megan Morris, Office Support Specialist

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

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

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**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 2026



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-APR 26</b>	Primavera
<b>MAY 16</b>	Bark in the Park
<b>MAY 21</b>	Memorial Day Ceremony
<b>MAY 21</b>	Beaches and Bonfires
<b>JUN 12</b>	Hilde Nights - Mallrats
<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 17</b>	Hilde Nights - Kat Perkins, The Country Roads Band
<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 30</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)