1. CALL TO ORDER

2. TOPICS
   A. Lodging Tax
   B. Set future Study Sessions

3. ADJOURN
ACTION REQUESTED:
The Council is not being asked to take any action at this time, but rather to further review and discuss the various elements of a potential Convention and Visitors Bureau (CVB). At the conclusion of the discussion, Council may wish to direct staff to seek additional information or to reconvene the public hearing at an upcoming City Council meeting.

BACKGROUND:
As the Council likely recalls from previous discussions, State Statute 469.190 (attached) allows cities to impose a lodging tax of up to three percent with 95 percent of the proceeds to be used to fund a local convention or tourism bureau for the purpose of marketing and promoting the city as a tourist or convention center. Currently, 110 Minnesota cities utilize a lodging tax, with 26 of them located in the metro. The majority of the 110 communities utilize a three percent lodging tax.

Many CVB organizations throughout the state promote their hotels, businesses, amenities, and brand their communities in a variety of ways. The common element is that they market the city/region as a tourist and convention center.

ADDITIONAL INFORMATION:
At the May 9, 2017 study session, the Council discussed the merits of a lodging tax and the creation of a CVB for Plymouth. As a part of that discussion, staff was asked to provide additional information. In response, staff has created and attached various documents for the Council to review. At the July 25, 2017 study session, staff will share information and answer questions in relation to the following areas:

Establishing a CVB
If a CVB were established for the City of Plymouth, an agreement would be necessary to detail expectations for both the City and the CVB. A sample agreement is attached.

CVB Mission
A mission statement and goals would need to be established to create the framework for “Visit Plymouth” (aka: the Plymouth CVB). A future mission statement could contain language similar to the following: “The mission of “Visit Plymouth” is to promote Plymouth as a destination for events, meetings, conventions and tourism as a way to elevate the community’s visibility and support economic development”.

CVB Leadership
Assuming “Visit Plymouth” was created, the Plymouth City Council would have the authority to appoint a Board of Directors. “Visit Plymouth” would have Bylaws established to further distinguish Board representation into the future, as well as guidelines for the management of internal affairs of the CVB (sample Bylaws attached). Based on feedback provided by the Council, staff would recommend representation from the following entities:

- Two (2) hotel representatives;
- Two (2) City Councilmembers;
- The Plymouth Mayor;
- The Plymouth City Manager;
- The Plymouth Economic Development Manager;
- At least two members of the general business community, other than a member of the hotel industry.

The Board of Directors could appoint committees if there were specific events or subject matter that warranted additional expertise.

**CVB Budget**
A sample budget is attached. As is detailed in the sample Bylaws, the CVB must have its annual budget approved by the Plymouth City Council.

**CVB Staff**
The CVB staff would be tasked with carrying out the mission of the CVB. The size of a CVB’s staff can vary widely. Staff would recommend three (3) staff members for “Visit Plymouth”, which would likely contain a Chief Executive Officer (CEO), Sales Manager (sample job descriptions attached) and an additional staff member to provide marketing and social media support.

**Impacts to City of Plymouth**
- Enhanced promotion and attraction of tournaments, events, and general tourism.
- Sponsorship of local events (sample budget reflects $50,000).
- Five percent (5%) portion of the total three percent (3%) lodging tax would be directed to the City of Plymouth for the collecting of the tax revenue.
- Increased rental revenue for Plymouth public and private venues.
- Increased visibility for the City of Plymouth.
- Dedicated communication conduit between hotels, event venues, conference spaces, businesses and others.
- Dedicated staff to promote and support city tournaments/venues.
- Support economic development efforts.

**ATTACHMENTS:**
State Statue 469.190
Visit Plymouth Sample Bylaws
Visit Plymouth – City of Plymouth Sample Agreement
Visit Plymouth Sample Budget
Visit Plymouth CEO Sample Job Description
Visit Plymouth Sales Manager Sample Job Description
469.190 LOCAL LODGING TAX.

Subdivision 1. Authorization. Notwithstanding section 477A.016 or any other law, a statutory or home rule charter city may by ordinance, and a town may by the affirmative vote of the electors at the annual town meeting, or at a special town meeting, impose a tax of up to three percent on the gross receipts from the furnishing for consideration of lodging at a hotel, motel, rooming house, tourist court, or resort, other than the renting or leasing of it for a continuous period of 30 days or more. A statutory or home rule charter city may by ordinance impose the tax authorized under this subdivision on the camping site receipts of a municipal campground.

Subd. 2. Existing taxes. No statutory or home rule charter city or town may impose a tax under this section upon transient lodging that, when combined with any tax authorized by special law or enacted prior to 1972, exceeds a rate of three percent.

Subd. 3. Disposition of proceeds. Ninety-five percent of the gross proceeds from any tax imposed under subdivision 1 shall be used by the statutory or home rule charter city or town to fund a local convention or tourism bureau for the purpose of marketing and promoting the city or town as a tourist or convention center. This subdivision shall not apply to any statutory or home rule charter city or town that has a lodging tax authorized by special law or enacted prior to 1972 at the time of enactment of this section.

Subd. 4. Unorganized territories. A county board acting as a town board with respect to an unorganized territory may impose a lodging tax within the unorganized territory according to this section if it determines by resolution that imposition of the tax is in the public interest.

Subd. 5. Reverse referendum. If the county board passes a resolution under subdivision 4 to impose the tax, the resolution must be published for two successive weeks in a newspaper of general circulation within the unorganized territory, together with a notice fixing a date for a public hearing on the proposed tax. The hearing must be held not less than two weeks nor more than four weeks after the first publication of the notice. After the public hearing, the county board may determine to take no further action, or may adopt a resolution authorizing the tax as originally proposed or approving a lesser rate of tax. The resolution must be published in a newspaper of general circulation within the unorganized territory. The voters of the unorganized territory may request a referendum on the proposed tax by filing a petition with the county auditor within 30 days after the resolution is published. The petition must be signed by voters who reside in the unorganized territory. The number of signatures must equal at least five percent of the number of persons voting in the unorganized territory in the last general election. If such a petition is timely filed, the resolution is not effective until it has been submitted to the voters residing in the unorganized territory at a general or special election and a majority of votes cast on the question of approving the resolution are in the affirmative. The commissioner of revenue shall prepare a suggested form of question to be presented at the referendum.

Subd. 6. Joint powers agreements. Any statutory or home rule charter city, town, or county when the county board is acting as a town board with respect to an unorganized territory, may enter into a joint exercise of powers agreement pursuant to section 471.59 for the purpose of imposing the tax and disposing of its proceeds pursuant to this section.

Subd. 7. Collection. The statutory or home rule charter city may agree with the commissioner of revenue
that a tax imposed pursuant to this section shall be collected by the commissioner together with the tax in
and other rules and that its proceeds, less the cost of collection, shall be remitted to the city.
SAMPLE
BYLAWS
OF
VISIT PLYMOUTH

This instrument constitutes the Bylaws of VISIT PLYMOUTH, a Minnesota nonprofit corporation (the “Corporation”). The Corporation is incorporated under and pursuant to the Minnesota Nonprofit Corporation Act, Minnesota Statutes Chapter 317A, as amended (the “Act”). The Bylaws help to regulate and manage the internal affairs of the Corporation.

SECTION I
PURPOSES

The specific purposes of the Corporation shall include, but not be limited to:

• Promoting Plymouth, Minnesota as a destination by attracting meetings, conventions, sporting events, concerts and other forms of tourism.

• Contributing to the identity and economic well being of the City of Plymouth.

• Taking a leadership role with community and business partners to provide an outstanding visitor experience.

SECTION II
BOARD OF DIRECTORS

Section 2.1. The affairs of the Corporation shall be managed by a Board of Directors (hereinafter the “Board”) which shall be comprised of not less than seven (7), nor more than nine (9), members.

Section 2.2. The terms of the successor directors appointed pursuant to Article V (1) and (2) of the Articles of Incorporation shall be three (3) years.
Section 2.3. In the event that any appointment of a successor director is not made by the second Thursday of the applicable year, the director whose term would otherwise then expire shall continue to serve as a director until his or her successor is appointed, but not beyond March 31 of the applicable year.

Section 2.4. Directors shall have the following qualifications:

(1) Two directors shall be members of the hotel industry in the City of Plymouth, defined as owners, officers or employees of a hotel;
(2) Two directors shall be members of the Plymouth City Council;
(3) The Plymouth Mayor shall serve as a director;
(4) The Plymouth City Manager shall serve as a director;
(5) The Plymouth Economic Development Manager shall serve as a director;
(6) At least two directors appointed shall be members of the general business community (impacted by tourism) other than a member of the hotel industry.

Section 2.5. Directors may not serve more than two (2) consecutive terms in addition to any partial term to which they had been appointed to fill as a result of a vacancy, with the exception of Plymouth City officials.

Section 2.6. Vacancies on the Board shall be filled as soon as practicable.

Section 2.7. The term of a director filling a vacancy expires at the end of the unexpired term that the director is filling.

Section 2.8. The Board shall serve without compensation.

Section 2.9. A director may resign at any time by giving written notice to the Corporation. A resignation is effective at the time it is delivered to the Corporation, unless a later effective date is specified in the notice.
Section 2.10. A director may be removed at any time, with or without cause by a resolution adopted by a 2/3 majority of the Board.

Section 2.11. Written notice of the removal of a director shall be promptly given to the director and to the Chair or Secretary of the Corporation. Removal is effective as specified in the notice.

Section 2.12. No member, officer, or director of this corporation shall be personally liable for the debts or obligations of this corporation of any nature whatsoever, nor shall any of the property of the members, officers, or directors be subject to the payment of the debts or obligations of this corporation.

Section 2.13. The Board shall have the power to appoint additional directors. The term of each successor director appointed pursuant to this Section shall be three (3) years.

SECTION III
BOARD MEETINGS

Section 3.1. The Board shall meet no less than four (4) times per calendar year at the registered office of the Corporation or at such other location as is provided in the notice of the meeting.

Section 3.2. A meeting of the Board may be called by the Chair or by any two directors upon five days written notice to all directors of the date, time, place and purpose of the meeting. Notice of an adjourned meeting need not be given other than by announcement at the meeting at which adjournment is taken. Notice is also not required if the meeting information is announced at a previous Board meeting. Notice may be waived in accordance with the provisions of Minnesota Statutes, Section 317A.231, subd. 5.
Section 3.3. A majority of the directors currently holding office is a quorum (50% +1) for the transaction of business. In the absence of a quorum, a majority of the directors present may adjourn a meeting from time to time until a quorum is present.

Section 3.4. The Board may take action as follows:

(1) The board shall take action by the affirmative vote of a majority of directors with voting rights present and entitled to vote at a duly held meeting. Proxy voting is not permitted.

SECTION IV
MEMBERS

The Corporation shall have no members.

SECTION V
OFFICERS

Section 5.1. The Board shall annually elect from among its members a Chair, and as needed, a Vice-Chair, and Secretary/Treasurer, whose duties shall be as follows:

(1) The Chair shall:

(a) When present, preside at meetings of the Board;

(b) Execute in the name of the Corporation all instruments and documents pertaining to the business of the Corporation; and

(c) Perform other duties prescribed by the Board.

(d) Serve up to two (2) one year consecutive terms

(2) The Vice-Chair or former chair shall perform the duties of the Chair in the Chair’s absence.

(3) The Secretary/Treasurer shall:

(a) Keep accurate financial records for the Corporation;
(b) Maintain records of the proceedings of the Board;

(c) Handle Corporation funds as directed by the Board, including the depositing, investing and dispersal of such funds; and

(d) Perform other duties prescribed by the Board.

Section 5.2. Directors may hold no more than one office at any given time, excepting that the office of the Secretary/Treasurer is combined in one person.

Section 5.3. Officers may resign at any time upon written notice to the Corporation, effective when the notice is received or at a later date stated in the notice. Officers may be removed at any time, with or without cause, by a resolution adopted by the majority of the Board. The Board shall fill vacancies in offices, for whatever cause. Replacement officers shall serve the remainder of the expired term.

Section 5.4. Officers may, with Board approval, delegate some or all of their duties and powers to another officer.

Section 5.5. The Board may by resolution authorize the Chief Executive Officer or officers other than the Chair to execute instruments pertaining to the business of the Corporation on behalf of the Corporation.

SECTION VI
ADMINISTRATION

Section 6.1. The Board shall appoint a Chief Executive Officer to manage the day-to-day affairs of the Corporation on behalf of the Board. The Chief Executive Officer shall report to and serve at the will of the Board.

Section 6.2. The Chief Executive Officer shall attend all Board meetings and shall submit an annual work plan, with budget, to the Board for its approval.
Section 6.3. The Chief Executive Officer may hire staff members after consultation with and approval from the Board.

Section 6.4. The Board may by resolution establish committees having the authority and purpose provided in the resolution.

SECTION VII
SOLICITATION OF MEMBERSHIP

The Corporation will not solicit memberships from the business community or the public at large.

SECTION VIII
AMENDMENT TO BYLAWS

These Bylaws may only be amended by the affirmative vote of a two-thirds majority of the Board, provided that notice of the proposed amendment is given five (5) days prior to the effective date of the amendment and the text of the proposed amendment is contained in said notice.

The undersigned hereby executes these Amended Bylaws and certifies that they were adopted by the Board of Directors of VISIT PLYMOUTH, a nonprofit corporation incorporated under the laws of the State of Minnesota, by a majority vote on the __ day of ___________ 2017.

Dated: ____________________________  _________________________________
Chair
VISIT PLYMOUTH
SAMPLE

VISIT PLYMOUTH AND CITY OF PLYMOUTH AGREEMENT

THIS AGREEMENT made and entered into this _______ day of __________, 20________ by and between the City of Plymouth, a Minnesota municipal corporation hereinafter referred to as “City”, and Visit Plymouth, a Minnesota non-profit corporation, hereinafter referred to as the “Bureau”.

WHEREAS, The City has imposed a tax on lodging to fund a convention and visitors bureau in accordance with Minnesota Statutes, Section 469.190.

WHEREAS, The Bureau has the staff, facility, and experience to carry out the objectives of promoting the City as a destination for all forms of tourism including leisure, meetings, events, conferences and conventions.

NOW, THEREFORE, the parties agree as follows:

1. Term. The term of this Agreement shall commence on the _______ day of ________, 20_____ and continue until cessation by mutual agreement or until withdrawal by one of the parties hereto in accordance with the following provisions:

a. The party withdrawing from this agreement shall provide the other party written notice to that effect.

b. Withdrawal shall be effective December 31 of the calendar year following the year in which written notice of withdrawal is given.

c. Withdrawal by the City will take effect by a two-thirds (2/3) vote by the City Council as a whole.

2. Services Rendered by Bureau. The Bureau shall furnish the following services:

a. Informational services in answering inquiries about the City via mail, computer (internet), telephone and personal contacts related to promotion and attraction for meetings, conventions, and tourism.

b. Provide planning, coordinating, and other assistance to organizations, businesses, groups and event planners.

c. Supply support material including, but not limited to: visitor’s guides, accommodations lists, and information in general.

d. Prepare and present to groups to attract visitors to the City and the area.

e. Distribute brochures, information, and guides of the city/area to potential visitors and to sports, meetings and events planners.
f. Provide representation at trade and consumer shows, conventions, conferences and exhibits to attract new visitors to the City.

g. Actively promote the City as a destination through statewide, regional and national advertising and marketing of the city and area’s hospitality industry and attractions.

h. Be involved as a sponsor of the City’s official annual events.

3. **Charges.** Basic services provided pursuant to Paragraph two (2) of this Agreement shall be without charge to the person or organization utilizing such services unless authorized by contractual agreement or action of the Bureau’s Board of Directors.

4. **Budget.** The Bureau shall submit its annual budget for review by the City Council following its approval by the bureau’s Board of Directors. Such budget shall detail generally, and specifically as much as possible, the uses to which monies received shall be spent to provide the services described in Paragraph two (2) of this Agreement.

   It is understood between the parties that the actual revenues being generated under Paragraph five (5) may vary from the amounts anticipated in the budget. For this reason, it is agreed that the budget may be modified without prior consent of the City Council, providing that any adjustments shall be made by a two-thirds (2/3) vote of the Bureau Board of Directors.

   Notwithstanding any other language to the contrary the Bureau shall not expend any sums beyond its revenues.

5. **Funding.** On or near the 15th day of each month, the City shall remit to the Bureau, for funding of the Bureau, 95% of the lodging tax payments received by the City, less refunds, in the preceding month during the term of this Agreement.

6. **Verification of Expenditures.** The Bureau will provide the City a copy of the Bureau’s audited annual financial statements, showing budget figures, properly itemized and verified by the CEO of the Bureau. The Finance Officer of the City shall have the right of access to the books and records of the Bureau at any time during normal business hours to audit any item of revenue or expenditure. The City may also direct the Bureau to have an outside firm conduct an annual audit.

7. **Hold Harmless.** Any and all employees of the Bureau or any other persons, while engaged in the performance of any service required by the Bureau under this Agreement, shall not be considered employees of the City, and any or 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 a third
party as a consequence of any act or omission on the part of the Bureau, or
its agents or employees or other persons while engaged in any of the
services provided to be rendered herein, shall in no way be the obligation
or the responsibility of the City. In connection therewith, the Bureau
hereby agrees to indemnify, save and hold harmless, and defend the City
and all of its officers, agents, and employees from any and all claims,
demands, actions, or causes of actions of whatever nature or character
arising out of or by reason of the execution or performance of the services
provided for in this Agreement.

8. **Discrimination.** The Bureau, in providing services hereunder shall comply
with the provisions of Minnesota Statute, Section 181.59 as the same may
be amended from time to time. The Bureau shall not discriminate against
any person or firm in any of its activities pursuant to Minnesota Statute,
Section 181.59 which is incorporated into this Agreement as though set
forth in its entirety.

9. **Insurance.** The Bureau shall carry insurance to cover its employees and
agents while performing services pursuant to this Agreement. Such
insurance shall provide comprehensive general liability and property
damage coverage to the Bureau and its employees and agents in such
amounts as will equal the applicable limits of liability to which the City
may be held pursuant to state statute as the same may be amended from
time to time. The Bureau shall also carry Worker’s Compensation as
required by Minnesota Statute, Section 176.182 and provide the City with
proof of compliance with Section 176.182 before commencing to provide
services thereunder.

10. **Laws.** The Bureau will comply with all applicable Federal, State and local
laws in the performance of its obligations hereunder.

11. **Advertisement.** All general brochures, listings, or advertisements of
specific lodging facilities shall include mention of all facilities paying the
lodging tax imposed by the City.

12. **Integration.** This document is fully integrated, embodying the entire
Agreement between the parties. Any amendment to this Agreement shall
be in writing and executed in the same manner as the Agreement.
IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first above written.

CITY OF PLYMOUTH

By: ________________________________  Dated: ____________
   It’s Mayor

By: ________________________________  Dated: ____________
   It’s City Manager

VISIT PLYMOUTH

By: ________________________________  Dated: ____________
   It’s Chief Executive Officer

By: ________________________________  Dated: ____________
   It’s Chair of the Board
## Visit Plymouth CVB - SAMPLE BUDGET

### Sample Budget

<table>
<thead>
<tr>
<th>Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Collection</td>
<td>650,000.00</td>
</tr>
<tr>
<td>Misc Revenue (Grants/Sponsorships)</td>
<td>10,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>660,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Costs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM EXPENSES</td>
<td></td>
</tr>
<tr>
<td>Grants for Transportation</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Partnership Sales &amp; Marketing (Explore MN - $12,850)</td>
<td>14,000.00</td>
</tr>
<tr>
<td>Rentals</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>60,000.00</td>
</tr>
<tr>
<td>Internet Advertising</td>
<td>75,000.00</td>
</tr>
<tr>
<td>Tradeshows/Conferences/FAM Tours</td>
<td>30,000.00</td>
</tr>
<tr>
<td>Research and Surveys</td>
<td>12,000.00</td>
</tr>
<tr>
<td>Board Committee Expense</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>2,000.00</td>
</tr>
<tr>
<td>- MN Assoc of Convention &amp; Visitors Bureau- $595</td>
<td></td>
</tr>
<tr>
<td>- Destination International (Previously DMAP)- $1,395</td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Events</td>
<td>50,000.00</td>
</tr>
<tr>
<td>Promotional Items</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Transportation/Parking/Mileage Expenses</td>
<td>16,000.00</td>
</tr>
<tr>
<td><strong>Total PROGRAM EXPENSES</strong></td>
<td><strong>274,000.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>274,000.00</strong></td>
</tr>
</tbody>
</table>
### Visit Plymouth CVB - SAMPLE BUDGET

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Salary/Wages/Benefits</td>
<td>230,000.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>15,000.00</td>
</tr>
<tr>
<td><strong>Total PERSONNEL EXPENSES</strong></td>
<td>245,000.00</td>
</tr>
<tr>
<td><strong>BUILDING EXPENSE</strong></td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>25,000.00</td>
</tr>
<tr>
<td>Tax and Operating Expenses</td>
<td>20,000.00</td>
</tr>
<tr>
<td><strong>Total BUILDING EXPENSE</strong></td>
<td>45,000.00</td>
</tr>
<tr>
<td><strong>TECHNOLOGY SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Server or system maintenance</td>
<td>3,500.00</td>
</tr>
<tr>
<td>Telephone/Internet</td>
<td>7,000.00</td>
</tr>
<tr>
<td><strong>Total TECHNOLOGY SERVICES</strong></td>
<td>10,500.00</td>
</tr>
<tr>
<td><strong>ADMINISTRATIVE OFFICE EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Payroll service fees</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Operating Supplies</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Postage &amp; Delivery</td>
<td>10,500.00</td>
</tr>
<tr>
<td><strong>Total GENERAL OFFICE</strong></td>
<td>15,500.00</td>
</tr>
<tr>
<td><strong>OFFICE EQUIPMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Office equipment/furniture expenses</td>
<td>2,000.00</td>
</tr>
</tbody>
</table>
### Visit Plymouth CVB - SAMPLE BUDGET

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copier/Printer/computers/etc.</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Depreciation</td>
<td>8,000.00</td>
</tr>
<tr>
<td><strong>Total OFFICE EQUIPMENT</strong></td>
<td><strong>12,500.00</strong></td>
</tr>
<tr>
<td><strong>PROFESSIONAL FEES</strong></td>
<td></td>
</tr>
<tr>
<td>Consulting services</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Legal Fees</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Accounting Fees</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Audit Fees</td>
<td>4,000.00</td>
</tr>
<tr>
<td><strong>Total PROFESSIONAL FEES</strong></td>
<td><strong>12,500.00</strong></td>
</tr>
<tr>
<td><strong>HUMAN RESOURCE</strong></td>
<td></td>
</tr>
<tr>
<td>Education and Training</td>
<td>1,600.00</td>
</tr>
<tr>
<td><strong>Total HUMAN RESOURCE</strong></td>
<td><strong>1,600.00</strong></td>
</tr>
<tr>
<td><strong>RESERVE FUNDING</strong></td>
<td></td>
</tr>
<tr>
<td>Contribution to reserves</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>342,600.00</strong></td>
</tr>
<tr>
<td><strong>Grand Total Expenses</strong></td>
<td><strong>616,600.00</strong></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td><strong>43,400.00</strong></td>
</tr>
</tbody>
</table>
Job Title: **Chief Executive Officer (CEO)**

**Function:**

1. Serve as Chief Executive Officer of the Visit Plymouth Association, reporting to the Board, accepting responsibility for the success or failure of the enterprise.

2. Continue to develop the Visit Plymouth Association as the primary, packaged marketing arm for the Plymouth area hotels, tourism entities, sporting venues, retail, restaurant and service providers.
   - Supervises and supports the efforts of the Sales Manager and team in all sales and marketing programs with the specific objective of increased market share for the visitor industry in the Plymouth area.
   - Supervises and supports the efforts of the Sales Manager and the team in all sales and marketing programs seeking out and soliciting meeting, conventions and other tourism business while striving to enhance our partners and stakeholders abilities to promote themselves and satisfy their customers.
   - Coordinate special projects/programs with city officials/clients to increase visibility of the Plymouth locally, regionally and nationally.

3. With the Chair, enable the Board to fulfill its governance role, and facilitate the optimum interaction between management, the Board, and stakeholders.

4. Provide leadership direction for the achievement of the Association’s philosophy, mission, strategy, and to its annual objectives and goals and budgetary/fiscal responsibilities.
Responsibilities:

1. Develop an annual marketing plan as it pertains to the Visit Plymouth mission statement.

2. With the Board Chairperson, develop meeting agendas in order that the Board of Directors can fulfill its responsibilities effectively.

3. Insure that the Board and the Chair are kept fully informed on the activities of the Association and the Association staff.

4. Provide an annual report to the Plymouth City Council.

5. With the Chair, recommend to the Board the composition of the Board and new members.

6. Manage benefit and insurance administration for Association staff.

7. Oversee the fiscal management for the Association. Work closely with the Board and the finance department of the City of Plymouth to ensure an accurate budget.

8. Hire and help facilitate training of Association staff in sales, customer service and community involvement.

9. Other duties as deemed appropriate by the Board.

Specific to the Plymouth Visitor’s Association:

1. Be responsible for the Association’s pursuit of its mission and financial objectives.

2. Make certain that the Association’s philosophy and mission statements are pertinent and practiced throughout the organization.

3. Ensure that the Association has a long term strategy that achieves its mission, and toward which it makes consistent, timely, and measurable progress.

4. Make certain the flow of funds permits the Association to make steady progress toward achieving its mission and that those funds are allocated properly to reflect present needs and future goals.
5. Manage the staff to ensure effectiveness in carrying out the Association’s mission.

6. Responsible for the development and implementation of staff training and career development to ensure that the human resources necessary for the achievement of the Association’s mission is available.

7. Maintain a climate that attracts, retains and motivates top quality people – both professional and volunteer.

8. Formulate and administer all major policies and procedures.

9. Serve as the chief spokesperson for the Association, so that the enterprise and its mission are effectively and consistently present to its various publics.

10. Support the growth, development and retention of Association stakeholders and partners.

11. Deliver services to Visit Plymouth stakeholders with a high level of integrity and professionalism.
Chief Executive Officer

Attributes:

- Self directed, motivated and professional
- Creative
- Strong communication skills
- Ability to coordinate with the wide range of stakeholders
- Management experience, including financial management
- Significant marketing experience
- Understanding of the hospitality and tourism industries
- Media management experience
- Public speaking expertise and / or special event experience
- Willingness to seek, solicit and try new creative marketing avenues to promote Plymouth on a local, regional and national basis
- Volunteer coordination experience
- Computer proficiency
SAMPLE Job Description

Position: Sales Manager
Reports to: Chief Executive Officer

Scope and responsibilities: Serve as Visit Plymouth liaison to the corporate, universities, government, association, leisure and sports markets. Pursue new business for the area and maintain relationships with Plymouth hotels, restaurants and retail service industry. Assist CEO in securing sponsorships for Visit Plymouth events. Know the products and services that Plymouth offers our many markets.

1. Corporate, Universities, Leisure, Government, Associations and Sports Markets
   a. Coordinate telemarketing/internet and direct mail campaigns.
   b. Maintain qualified database system.
   c. Monitor incoming small meetings.
   d. Develop and maintain on-going relationships with incoming groups, meeting planners and current clients.
   e. Attend local and regional related meetings and tradeshows deemed necessary by the CEO.

2. Sales and Marketing
   a. Plan and participate in specialized outreach efforts.
   b. Coordinate and participate travel trade shows – Additional requirements included: lifting heavy boxes of brochures or promotional material (up to 30 pounds) or standing on your feet for up to 8 hours.
   c. Increase Visit Plymouth awareness within Plymouth, Minnesota and Midwest.
   d. Develop and evaluate needs for marketing and collateral materials.
   e. Coordinate familiarity tours (FAM’s) and venue site inspections.

3. Sponsorship Sales
   a. Pursue and secure sponsorship opportunities with the community for Visit Plymouth events.
   b. Increase Visit Plymouth awareness within the community.

The Visit Plymouth CEO will determine additional responsibilities when necessary.
To: Mayor and Council

Prepared by: Dave Callister, City Manager

Reviewed by:

Item: Set Future Study Sessions

Pending Study Session Topics (at least three Council members have approved the following study items on the list):

- HOA turnover and stormwater drainage between plats

Other Council requests for Study Session Topics:

None at this time.

Staff’s requests for Study Sessions:

- Sexual Predator Ordinance (October)
- Massage Therapy Ordinance (October)
- Small cell wireless (October)
- EDA – meeting with brokers
<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2:30 PM - 4:30 PM Night to Unite Kickoff Event Plymouth Creek Center</td>
<td>7:00 PM PLANNING COMMISSION MEETING Council Chambers</td>
<td>5:30 PM - 8:30 PM Kids Fest Hilde Performance Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7:00 PM REGULAR COUNCIL MEETING Council Chambers</td>
<td>7:00 PM ENVIRONMENTAL QUALITY COMMITTEE (EQC) MEETING Medicine Lake Room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6:00 PM SPECIAL COUNCIL MEETING Budget and CIP Medicine Lake Room</td>
<td>7:00 PM PLANNING COMMISSION MEETING Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5:00 PM SPECIAL COUNCIL MEETING Budget and CIP/Review Future Trail Projects Medicine Lake Room</td>
<td>7:00 PM REGULAR COUNCIL MEETING Council Chambers</td>
<td>7:00 PM HOUSING AND REDEVELOPMENT AUTHORITY (HRA) MEETING Medicine Lake Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6:00 PM SPECIAL COUNCIL MEETING Budget and CIP (if needed) Medicine Lake Room</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

August 2017

CHANGES ARE NOTED IN RED
<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 PM PLANNING COMMISSION MEETING Council Chambers</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>LABOR DAY CITY OFFICES CLOSED</td>
<td>7:00 PM ENVIRONMENTAL QUALITY COMMITTEE (EQC) MEETING Medicine Lake Room</td>
<td>7:00 PM PARK &amp; REC ADVISORY COMMISSION (PRAC) MEETING Park Maintenance</td>
<td>16</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OFFICIAL CITY CALENDAR**

3400 Plymouth Boulevard
Plymouth, MN  55447

Phone: 763-509-5000
Fax: 763-509-5060

Page 3
<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>6:30 PM</strong>&lt;br&gt;Volunteer Recognition Event&lt;br&gt;Plymouth Creek Center</td>
<td><strong>7:00 PM</strong>&lt;br&gt;PLANNING COMMISSION MEETING&lt;br&gt;Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td><strong>7:00 PM</strong>&lt;br&gt;REGULAR COUNCIL MEETING&lt;br&gt;Council Chambers</td>
<td></td>
<td></td>
<td><strong>7:00 PM</strong>&lt;br&gt;ENVIRONMENTAL QUALITY COMMITTEE (EQC) MEETING&lt;br&gt;Medicine Lake Room</td>
<td><strong>7:00 PM</strong>&lt;br&gt;PARK &amp; REC ADVISORY COMMISSION (PRAC) MEETING&lt;br&gt;Plymouth Ice Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>7:00 PM</strong>&lt;br&gt;PLANNING COMMISSION MEETING&lt;br&gt;Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td><strong>7:00 PM</strong>&lt;br&gt;REGULAR COUNCIL MEETING&lt;br&gt;Council Chambers</td>
<td></td>
<td></td>
<td><strong>7:00 PM</strong>&lt;br&gt;HOUSING AND REDEVELOPMENT AUTHORITY (HRA) MEETING&lt;br&gt;Medicine Lake Room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td>31</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>6:00 PM - 8:30 PM</strong>&lt;br&gt;Halloween at the Creek&lt;br&gt;Plymouth Creek Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN</td>
<td>MON</td>
<td>TUES</td>
<td>WED</td>
<td>THUR</td>
<td>FRI</td>
<td>SAT</td>
</tr>
<tr>
<td>-----</td>
<td>-----</td>
<td>---------------</td>
<td>---------------------------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 PM PLANNING COMMISSION MEETING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 PM ENVIRONMENTAL QUALITY COMMITTEE (EQC) MEETING</td>
<td></td>
<td>VETERANS DAY Observed</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Medicine Lake Room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>14</td>
<td>5:30 PM SPECIAL COUNCIL MEETING</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Budget Medicine Lake Room</td>
<td>7:00 PM PLANNING COMMISSION MEETING</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 PM REGULAR COUNCIL MEETING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Plymouth Arts Fair Plymouth Creek Center</td>
<td></td>
<td></td>
<td>THANKSGIVING CITY OFFICES CLOSED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 PM REGULAR COUNCIL MEETING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Council Chambers</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3400 Plymouth Boulevard Plymouth, MN 55447

OFFICIAL CITY CALENDAR

Phone: 763-509-5000 Fax: 763-509-5060

Page 5