Minutes of the Board of Directors
Visit Fargo-Moorhead
Wednesday, October 28, 2026
The Loop/Moorhead Library

Members Present: Doug Peters, Scott Anderson, Clare Hughes, Sean Brandenburg, Casey Sanders-Berglund, Nicole Steen Dutton, Ramon Sosa, James Stinson, Kira Odenbach

Others Present: Shirley Hughes. For Capital Grant Presentations – Danni Melquist:
- Moorhead Cultural Mall**:** Fozia Adi, Toly Afolabi, Kevin Bartram, Mayor Shelly Carlson
- MSUM**:** Jared Miller, President Tim Downs, Chad Markuson
- Moorhead Legion/VFW**:** Scott Moen, Dennis Busche, Dan Hunt, Tim Haugen

Prior to calling the meeting to order, Mayor Shelly Carlson gave a history of the new Library/The Loop and then took the Board and team on a tour of the facility, which Visit FM gave $500,000 to the Capital Campaign.

- After the tour, Chair Doug Peters called the meeting to order.

- All approved the September Minutes with the edits of adding James Stinson and Kira Odenbach as present

- Financial Update:
    - In a quick update due to time, Doug asked if there were any red flags on financials. Shirley explained not at this time and that we are running anywhere from 6-8% up fro YOY and forecasted for 2026. Shirley will come with recommendations and updates on where will allocate those dollars to by the end of the year.
    - Shirley also shared that we were notified that we won a $9k grant from Explore MN for 2027 budgets to be used for Datafy, one of our data tools. This is the first grant that Rachel has written (with Danni as support as it was a Marketing ask) and she was successful!
- Convention Center:
    - Shirley quickly updated that we have hired a new law firm (Fredrikson) to represent us in our negotiations with the city. We are in a good place, but City now needs to move on to the developer deal and the hotel before we can go much further with ours. More to come in November.
- Capital Grant Presentations:
    - Moorhead Cultural Mall- The team from the presented their ask for $800k to help build the new facility they are planning in Moorhead. The money would go to the façade of the building.
    - MSUM – the team presented a proposal that spoke to their ask of $500,000 to go towards a track and turf expansion in their athletic facilities.

    - Moorhead Legion/VFW – the representatives presented their ask for support of an expansion to the existing Moorhead Legion facility that would house the VFW as well.
    - Doug asked all of the Board members to send through questions to he and Shirley and we will go back to each presenter with those questions. The Board will decide at the November 18 Board meeting whether to award dollars to any of these projects.
    - All project outlines are attached with the minutes as needed for any additional information.
- Additional Updates:
    - PR – Shirley shared that we have kicked off a scope with Flint to do some Corporate PR work for Visit FM that will include work supporting our mission, our economic impact and highlight the CEO, Directors and Board members (with approval from each) in the ongoing campaign. She will share more in the November meeting as the workflow gets built out
    - Lunch with Mayor Boschee – Shirley shared that she has lunch with him on Friday and will share any pertinent information in the next Board meeting.
    - Strategic Planning – Shirley gave an update on the process that is underway by thanking the group for their time last week with the consultants. Next steps be flushed out next week, but will include additional panels with perspective tourists to FMWF, and more work around the plan that tentatively will be delivered to the Board in January. Shirley will update again in the November meeting
    - November meeting – Doug asked the Board to approve an additional Board meeting for November 18 of this year. We typically skip November due to Thanksgiving, but with all of the outstanding business items, it seems necessary to make decisions on the Capital Grants as well as deeper updates on Benefits reviews, 2026 tru'd up financials and more as we enter into the final two months of the year. All agreed and Shirley will schedule.
- Doug called for a motion to adjourn – Kira made the motion and James second. Meeting adjourned.

The next Board Meeting will be on November 18(the added meeting) at the Visit FM offices.
There will be a Teams Link, as well.