

Minutes of the Board of Directors  
Fargo-Moorhead Convention & Visitors Bureau  
Wednesday September 4, 2024

Members Present: Doug Peters, Clare Hughes, Kember Anderson, Emily Nielsen, Nicole Steen Dutton, James Stinsman, Holly Heitkamp, Ramon Sosa, Casey Sanders-Berglund, Kira Odenbach, Kimberly Busch

Members Absent:

Others Present: Charley Johnson, Mallari Ackerman, Ashly Aubitz, Jayci Altenbernd

- Chair Doug Peters called the meeting to order.
- A motion was made (Kember), seconded (Kimberly), and passed approving the July 31 Minutes.
- The Board welcomed new member Kira Odenbach with a round of introductions.
- The Board Reviewed July financials.
- The CEO and Board reviewed spending and projected year-end totals for fiscal year '24, as well as the budget plans for 2025. In the process, the CEO pointed out that FY '24 capital grant payments for the Fargo Sports Center and Matson Field projects would go out next week.
- Also as part of that discussion, Holly advised the Board that the Matson Field project would be broken into phase one and phase two, due to fundraising challenges and federal grant spending guidelines. After some discussion, Kimberly moved that Visit FM increase this year's payment by \$25,000, to \$225,000, to complete our share of the first phase. The motion included the decision to hold off on the remaining \$175,000 pledge until phase two fundraising is complete. Ramon seconded, and the motion passed unanimously.
- Visit FM Marketing Team members Ashley Aubitz and Jayci Altenbernd reviewed the informational media campaign currently being rolled out in advance of the November 5 vote on a proposed 3-cent increase in the Fargo Lodging Tax. If passed, the money would be used for construction of convention space somewhere in Fargo. At the end of the discussion the CEO asked the Board if members would consider adding up to \$40,000 additional dollars to the \$55,000 already allocated to the campaign. After further discussion, Holly moved, Casey seconded, and the Board approved a motion to increase total spending on the campaign to \$95,000.
- The CEO briefly reviewed the HVS research project into financial projections for a standalone conference center.
- The meeting was adjourned.

The next regular Board Meeting is scheduled for 7:30 am on Wednesday, October 23, 2024, in the FMCVB Boardroom.