



**7:30 a.m. Wednesday, Feb. 13, 2018**  
**West Fargo City Hall - Commission Chambers**

**AGENDA**

- 1. Call to Order**
- 2. Approval of Minutes** – Jan. 9, 2018
- 3. Monthly Budget Reports**
- 4. New Applications**
  - a. Minn-Kota Feline Cat Show
- 5. New Business**
- 6. Review recent and upcoming tourism and events projects**
  - a. Planning updates: West Fest, Street Fair, Cruise Nights, Taste of West Fargo
- 7. Non-Agenda**
- 8. Correspondence**
- 9. Adjourn**



**7:30 a.m. Wednesday, Jan. 9, 2019**  
**West Fargo City Hall**

**Members Attending:** Commission Presidents Bernie Dardis, Commissioner Mark Simmons, Will Foss

**Members Absent:** Gordy Ferkul, Kurtis Karn

**Others Attending:** Ellen Rossow, Melissa Richard, Brenda Warren

The meeting was called to order by Commission President Dardis.

Will Foss moved to approve the minutes of the Dec. 12, 2018 meeting. Commissioner Mark Simmons seconded. No opposition. Motion carried.

The monthly budget report was presented, along with year-to-date tracking of each fund. Ellen Rossow provided some information about a potential future changes in budget tracking due to the City of West Fargo hiring a new finance director. Commissioner Mark Simmons moved to approve the budget as presented and Will Foss seconded the motion. No opposition. Motion carried.

No new applications were presented.

For new business, Commissioner Mark Simmons asked Brenda Warren from Bonanzaville to share with the committee the story of a recent incident on the grounds. On Sunday, Jan. 6, water spigots were found on releasing thousands of gallons of water on the grounds which then froze. The dumping of water caused Bonanzaville to incur a large water bill and could potentially harm historic buildings on the site. Commissioner Mark Simmons recommended donating \$2500 to Bonanzaville for repairs. Will Foss seconded. No opposition. Motion carried.

Regarding Tourism and Events Project updates, Ellen Rossow presented an update on West Fest 2019 planning. City staff continues to work to create a comprehensive committee. Ellen Rossow shared some insights she found while researching rules and regulations of area parades. The committee then discussed making the parade route larger, not allowing dancing/performing groups to stop during the parade to perform, barricading problem areas for crowd control and more communication about parade etiquette with the new American population. There was also brief discussion of West Fest fee rates and limiting the number of parade float entries.

Ellen Rossow presented a review of a recent Street Fair planning meeting. Melissa Richard, Ellen Rossow, Lance Johnson and Tina Fisk were in attendance at the meeting. Main points discussed at the meeting and reviewed by Ellen Rossow included registration deadline dates, West Fargo Event's plaza programming, the vendor selection process, hands-on experience integration, street fair layout and liquor vendor inclusion. Commission President Bernie Dardis suggested city staff or West Fargo Events staff reach out to Patrick Shannon, a local artist who could be featured in the plaza space.

Ellen Rossow provided information a review of the West Fargo Holiday Celebration Event. Costco, West Fargo Police Department, West Fargo Library, Moore Engineering, Flatland Brewery and Gate City Bank provided craft tables, activities and treat stations for children to participate in during the event. The West Fargo High School Carolers provided live music and Lt. Greg Warren acted as Santa Clause alongside Brenda Warren. A group of fourth grade students from Independence elementary made ornaments in their art class to decorate the trees.

Under non-agenda items, the Tourism and Events Committee discussed the potential reappointing of Gordy Ferkul's seat, however, Mark Simmons aims to reach out to Gordy in coming days regarding his presence on the committee.

Correspondence was presented that was sent to the committee from Dakota 50/50, who the committee donated \$1000 to in 2018. The Tourism and Events Committee also received a thank you letter from the Fargo Veteran's Affairs Health Care System for the donation of \$419 which was raised during the Taste of West Fargo Art Social in December.

Commissioner Mark Simmons motioned and Will Foss moved to adjourn.

CITY OF WEST FARGO  
West Fargo, North Dakota

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES  
TOURISM & EVENTS COMMITTEE  
2019 ACTUAL AS OF JANUARY 31, 2019

Acct Code	Fund 2900 Cruise Night	Fund 2800 West Fest	Fund 2805 Taste of West Fargo	Fund 2810 Arts Social	Fund 2815 Tree Lighting	Fund 2820 Street Fair	Fund 2140 Tourism & Events Committee	Total Funds
<b>Revenues:</b>								
Interest	361000							-
Sponsorships	360100	500.00						500.00
Parade Participation Fees	375300							-
Softball Registration	375400							-
Donations	346800							-
Vendor Fees	382000							-
Ticket Sales	336400							-
<b>Total Revenues</b>	<b>\$ 500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500.00</b>
<b>Expenditures: (415000)</b>								
<b>Current:</b>								
Liability Insurance	323							-
Advertising	440							-
Donations	300							-
Misc Printing & Mailing	360							-
Culture & Recreation	517							-
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Excess (Deficiency) of Revenues Over Expenditures</b>	<b>\$ 500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500.00</b>
<b>Other Financing Sources (Uses):</b>								
Lodging Tax	361002							-
Transfers in	383000							-
Transfers out	890							-
	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Net Change in Fund Balances</b>	<b>\$ 500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500.00</b>
<b>Fund Balances - January 1</b>	<b>\$ 11,673.25</b>	<b>\$ 31,014.56</b>					<b>54,750.47</b>	<b>97,438.28</b>
<b>Fund Balances</b>	<b>\$ 12,173.25</b>	<b>\$ 31,014.56</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 54,750.47</b>	<b>\$ 97,938.28</b>

**VISITORS PROMOTION FUND  
WEST FARGO, ND**

**APPLICATION**

Date: Jan 10 2019\_\_\_\_\_

PLEASE READ THE GUIDELINES FOR VISITOR PROMOTION FUNDS BEFORE COMPLETING YOUR APPLICATION. TO BE ELIGIBLE, A PROJECT MUST MEET THESE GUIDELINES.

Project Name or Event \_\_Minn-Kota Feline cat Show\_\_

Date Project to be held \_\_April 1<sup>st</sup> and 2<sup>nd</sup> 2019\_\_\_\_\_

Organization Sponsoring Project or Event \_\_Minn-Kota Feline Club\_\_\_\_

Project Contact \_\_Lil Borg\_\_ Phone: \_\_701-840-9850\_\_\_\_\_

Contact Address \_\_10819 36 ST SE Valley City ND 58072\_\_\_\_\_

Amount of Funds Requested from Visitors Fund: \$ \_1000.\_\_\_\_\_

Brief description of project: this is the only cat show put on in the state, we have exhibitors from Canada, Minn, SD, Wisc & Iowa. We fly our judges in from all over the US, we have people that come back every year to see the diff breeds. This is a family event and the interest is in all different age groups. we are a small local club and we work very hard to bring this to W Fargo every yr.

List vendors and expenses to be paid with Visitors Committee Funds. Preference will be given to request utilizing West Fargo businesses

Red River Valley Fair  
Midwest Communications  
Hotel rooms for judges  
Other advertising

Speedway steak house Northern Plains banquet

Has this event been held previously yes number of years over 20

The show has been at the Red River Valley Fair for over 20 yrs

Estimated Attendance at Event or Project: Spectators \_1000 1200\_\_\_ Participants 110

West Fargo Facilities to be utilized Restaurants hotels shopping gas stations, advertising and the Red River Fair

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**Estimated Budget**

	Previous Year	Projected
<u>Income</u>		
Admissions	4700	4700
Sponsorships/Advertising	600	600
Entry Fees	5000	5000
Other		
<b>Total Income:</b>	<b>10300</b>	

<u>Expenses</u>		
West Fargo Facilities	2000	2000
Fargo Businesses	1500	1500
insurance	250	250
Judges hotel rooms and	1200	1200
other_Splies paper towels disinfectant	150	150
Travel Judges	4800	4800
Ribbons Misc	700	700
<b>Total Expenses:</b>		<b>10350</b>

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**Proceeds/Profit**

Please list distributions of last year      proceeds and plans for this year

Cats Cradel 250  
MinnKota Paws 200

Cats Cradel  
MinnKota Paws

Comments It is always difficult what our entries and gate will be and being in ND we have the weather that can be a big factor. Our expenses stay the same

We have paid for our judges to come and paid for our hall rent and our advertising. We have received money from the West Fargo Visitors committee in the past and most years we return half of the money back if we break even or make anything, but it is a help to do more advertising and this gives our show a better chance of being successful

Presented by        LIL BORG

Date        Jan 10 2019

*Lil Borg 701-840-9850*

(Revised 9/13/2000)