



*Trail to the Past. Road to the Future.*

# **ECONOMIC DEVELOPMENT AUTHORITY MEETING**

**MUNICIPAL COUNCIL CHAMBERS  
21 5<sup>TH</sup> STREET E, MANTORVILLE, MN 55955  
REGULAR MEETING  
Monday, September 21, 2026  
6:30 PM**

- 1. Call to Order**
  - ☐ Brian Hindal    ☐ Chuck Bradford    ☐ Zach Krause    ☐ Kim Boyum
  - ☐ Troy Stafford    ☐ Bob Soland    ☐ Jim Potter
- 2. Approval of Meeting Minutes**
  - A. August 17, 2026 Minutes
- 3. Financial Report**
  - A. September 2026
- 4. New Business/Old Business**
  - A. Marketing Mantorville Update: Mary Ayshford
  - B. SMIF Economic Development Grant Update
    - i. Mantorville Business Learning Initiative Update
  - C. SMIF Taylor Rural Development Grant Update
    - i. Riverside Park
  - D. Music in Mantorville Summary
  - E. Building Restoration Corporation
    - i. Main Street Limestone
  - F. Other Items
- 5. Adjourn**

**Next meeting is scheduled for Monday, October 19, 2026, at 6:30 p.m.**



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**Mantorville EDA Meeting  
September 21, 2026  
Agenda Memo**

- **New Business/Old Business**
- **Minutes**
  - June 15, 2026 Minutes are in the packet.
- **Financial Update**
  - Gretchen and I did talk about trends in spending from previous years from August to the end of the year. She is working on this, and we will have updated information for the meeting on Monday evening.
  - Gretchen is also checking into whether or not the Micro loan funds can be moved to the Revolving Loan Funds so we can have just one account moving forward. We will have updated information for the meeting on Monday.
  - Financial report will be included in copies of the agenda packet at the meeting.
- **Marketing Mantorville**
  - There are 3 documents included in your packet from this group, including their recommendation to hire a part-time Marketing position for the City. This is for informational purposes only. There are no requests for financing. Mary will be present at the meeting to share with you and answer any questions.
- **Mantorville Welcome Center**
  - Sandy Gauchnauer did submit a request for reimbursement to Gretchen, and a check will be written once the City Council approves it. They have purchased the furnace.
- **SMIF Economic Development Grant**
  - We did have our first Business Learning Initiative meeting on Tuesday evening. Not everyone was able to make it. We did have a total of 5 of us in attendance. I read the grant narrative as team members read it and answered any questions they had or heard how people processed the information.
  - Wednesday, October 23, is our next meeting where we will also be visiting with Julie Kiehne of Winona State University Business Outreach Program and formerly was director of Small Business Development Center-Rochester Office. Julie is going to meet with us to help us more effectively organize how to set up our first meeting with business owners. The goal of that first meeting is to get as many to attend and then empower them to be a part of designing this project to ensure it will be practical and useful for local business owners. Julie will facilitate the first meeting.
- **SMIF Taylor Rural Development Grant Idea - September**
  - Riverside Park
    - Shade opportunities for green space in front of bandshell and Wi-Fi installed.
    - We received the quote from KMTel. The total for installing the wi-fi would be approximately \$13,000. Then what KMTel would do is write a check to the City of Mantorville for \$5,000. In essence this amount will serve as the matching portion of the grant. If awarded there would be no expenses for the City of Mantorville. One slight hurdle is that there will be a monthly charge of \$99. Discussion can take place regarding ideas for finding funds for this purpose.



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- **Music in Mantorville**

- Music in Mantorville 2026 Recap

We're happy to report a successful second season of our weekly summer concert series! Once again, we had a fully sponsored season including a grant from Hanson Family Foundation. Based on the timing of receiving the grant, we only used part of those funds and intend to scale up more of our performances in 2027.

This year our average weekly total attendance appears to have increased by a estimated 327.1 (2025) □ 409.6 (2026). This represents an estimated increase of 82.5 people which is a gain YoY of 25.2%. Our food vendors this year were Hubbell House and Hidden Pines (County Seat occasionally came with a smaller number of offerings prepared off-site) and largely rotated rather than having 3-4 meal vendors at every concert. This rotation was reportedly much better for the food vendors and was made possible by each of them working to become more efficient in their outdoor order-taking and food prep. Additionally, the farmer's market appears to maintain turnout of about 4-6 vendors with a total of 14 different vendors throughout the summer, whom indicated they were generally happy with foot traffic. Marketing this year featured 2 billboards through Reagan (1 was due to a mistake on the side of Reagan), radio, TV, flyers, and boosted social media. Word of mouth also seems to have continued spreading.

A new offering this year were Music in Mantorville branded t-shirts and can koozies. I will be receiving an end of season inventory at our debrief tomorrow.

We frequently receive compliments from both attendees and bands on the bandshell, Riverside Park, and overall scenery of Mantorville. Many bands indicate this is the nicest outdoor venue they have played in. Speaking with Joe from public works, we've kept the park clean and avoided the event causing any issues to the amenities.

We also held a special Saturday event in late July – Beatles Bash which lasted nearly 5 hours and had a peak headcount of approximately 500 people. The headliner flew into Rochester but then became severely ill the morning of the event. The two opening acts were able to offer a modified third set in lieu of his absence.

A few primary thoughts we have after the 2026 season:

Do we add a second special event in late June to have a Stagecoach Music Festival with country/bluegrass themes?

Can we somehow better translate our weekly turnout into more retail/economic traffic throughout Mantorville?

How can we alleviate the heat on hot sunny days in the green space immediately in front of the bandshell?

I'm always open to suggestions and welcome feedback on how we can improve. Don't hesitate to reach out with questions or thoughts.



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- **Main Street Limestone**

- I met with Building Restoration Corporation. They specialize in restoring buildings that are on the Historical Register. They have done much work for Mayo Clinic. I should be receiving his report and quotes for what the buildings would need for updates. I asked him to categorize the urgency of each of the suggested updates, too.

- **Other Items**

- If you have any new ideas you would like included in the agenda, then please let me know, and we will get them added in time for Monday night's meeting.

- **The next meeting is scheduled for Monday, October 19, 2026, at 6:30 p.m.**



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## **ECONOMIC DEVELOPMENT AUTHORITY MEETING**

**MUNICIPAL COUNCIL CHAMBERS  
21 5<sup>TH</sup> STREET E, MANTORVILLE, MN 55955**

### **MINUTES**

**Monday, August 17, 2026  
6:30 PM**

#### **1. Call to Order**

X Brian Hindal    ☐ Chuck Bradford    X Zach Krause    X Kim Boyum  
X Troy Stafford    X Bob Soland    X Jim Potter

*A. Meeting was called to order by President Hindal at 6:30 pm.*

*B. Not in attendance: Bradford*

- o Krause and Stafford needed to be excused from the meeting at 7:35 due to other commitments.*

*C. Also in attendance: Todd Kieffer, EDA Coordinator, Mary Ayshford & Cheryl Anderson-Art Guild, Sandra Gouchnauer-Welcome Center.*

#### **2. Approval of Meeting Minutes**

*A. June 15, 2026 Minutes*

- i. Motion to approve the June 15, 2026, minutes made by Potter and seconded by Boyum.*
- ii. Motion carried 6-0.*

#### **3. Financial Report**

*A. June 2026*

*B. August 2026*

- i. Motion to approve the June and August finance reports made by Stafford and seconded by Soland.*
- ii. Motion carried 6-0.*
  - Can we roll the micro loan funds into the RLF account to have one total?*
  - Kieffer and Lohrbach will look at annual expenditures and provide a budget update for the remainder of 2026.*
  - The EDA discussed the unused portion of the funds from Rochester Sales Tax CD. It was thought these were going to be put back into the CD at its next maturation date. However, at this time they feel these funds should not be put back into CD until December and after the EDA has discussed future needs in creating the 2027 budget.*

#### **4. New Business/Old Business**

*A. Art Guild Advertising: Mary Ayshford & Cheryl Anderson*

- i. Art Guild had worked out an arrangement to get a free article in the TODAY magazine, they would need to pay for two ads. The EDA paid for the first and we EDA was asked to pay for the 2<sup>nd</sup> one as well. Each ad was approximately \$300. This is the first year with the hope it would generate more visitors to the Art Guild events.*
- ii. Motion to reimburse the Art Guild for advertising in the amount of approximately \$300 was made by Stafford and seconded by Potter.*
- iii. Motion carried 6-0.*



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B. Welcome Center Request: Sandra Gauchnauer

- i. *The estimate received from Comet Heating is \$4,800. Fundraising has generated \$2,812. Requesting \$1,988.*
- ii. *It has always been the intention of the EDA to support local businesses through advertising that will hopefully bring more visitors to Mantorville. Following a lengthy discussion, the EDA will make an exception and support a capital investment of up to \$1,000. The EDA is hoping the Welcome Center can use this as a matching request to promote additional fundraising.*
  - *Motion to approve funding up to \$1,000 was made by Stafford and seconded by Krause.*
  - *Motion carried 6-0.*

C. SMIF Economic Development Grant Update

- i. Mantorville Business Learning Initiative
  - *Kieffer explained the project of utilizing free professional learning experiences to bring any/all business owners to the table to not only learn from various proven presenters, but also with and through each other. The Chamber will be overseeing the day-to-day operations of the project, but the availability to participate is for all business owners in the community to have access to these trainings. They DO NOT need to be a Chamber member. This list will remain fluid as owners come and go.*
  - *We heard from owners on the survey that they feel like they are working in silos and basically competing against each other. The goal of this project is for all businesses to support each other, and in the long run, this will support all Mantorville business owners.*
  - *SMIF will be announcing award recipients in October.*
  - *Grant maximum is \$10,000 with a 10% match.*
    - *A motion for the EDA to provide the 10% match was made by Soland and seconded by Krause.*
    - *Motion carried 6-0.*

D. SMIF Taylor Rural Development Grant

- i. Riverside Park
  - *This grant opens September 6 and closes October 8. Two improvements for the park have been heard from Music in Mantorville attendees and vendors throughout the summer. They are:*
    - *Improved Wi-Fi for the park. This would provide for a much more effective and efficient process for vendors and attendees. With the new technology always evolving, it would also provide benefits for the performing musicians.*
    - *Shade for the green space in the park for evening events throughout the Summer. Very few people are able to sit directly in front of the bandshell due to the intensity of the sun and heat. We do believe this will increase attendance and provide greater opportunities for our local vendors and Farmers' Market.*



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E. Larger Than Life Update

- i. *Kickoff in June was well attended. 18 artists set up booths this year compared to 14 last year. Visitors are seen daily enjoying the exhibition. Joe Adams also appreciates the set-up as it allows Public Works to maintain around them.*

F. Music in Mantorville Update

- i. *It has been going well. Weather and heat do play a role in nightly attendance. Based on the following of each band, they have seen a high of 1,000 in attendance, but the average for the season so far would be around 450-500.*

G. Marigold Days

- i. Discussion took place regarding a list of GEM candidates for 2027.

H. Review of Expectations

- i. Main Street Limestone
  - *Mayo Clinic was shared as another resource for gathering information regarding Main Street limestone cleaning.*
- ii. Fishing Dock or Pier
  - *This is being removed as an expectation due to logistics.*
- iii. Revolving Loan Promotion
  - *Kieffer believes that as the Chamber continues to build the Business Learning Initiative, owners will be more prepared to understand how an EDA Revolving Loan could provide benefits for expanding individual businesses' opportunities.*
- iv. Business Recruitment
  - *No updates at this time*

I. Other Items

**5. Adjourn**

- A. *Motion to adjourn the August 17 meeting at 7:50 was made by Potter and seconded by Boyum.*
- B. *Motion carried 4-0*

**Next meeting is scheduled for Monday, September 21, 2026, at 6:30 p.m.**

# **Marketing Mantorville**

*Created by: Amanda Lauren Freund*

Mantorville has the history, charm and location to become a true weekend destination. Yet, unlike towns such as Nisswa, Ely and Wabasha, Mantorville currently lacks a unified digital presence, a consistent marketing voice and structured partnerships that drive tourism. Looking at successful small-town tourism strategies:

- **Nisswa** offers a polished chamber site with member directory, events calendar and 360° virtual tours—a clear information hub and a strong digital presence. <https://www.nisswa.com/>
- **Ely** positions itself as the gateway to the Boundary Waters, spotlighting lodging, outfitters, dining and festivals, with downloadable visitor guides. <https://www.ely.org/>
- **Wabasha-Kellogg Chamber** provides a robust site: “Explore” with recreation, “Events” listings, a full business directory by category, travel planner/maps, subscription newsletter and visitor guide tools. <https://www.wabashamn.org/>

**Mantorville can—and should—replicate these strategies, adapted to our unique story.** By building a digital hub, engaging local businesses, creating partnerships and leveraging Minnesota micro-influencers, we can drive more weekend visitation from Rochester, the Mayo Clinic visitor base and the Twin Cities.

This position ensures Mantorville’s story is consistently told, visitors can easily plan a trip and our businesses see increased foot traffic.

## **Role Overview: Destination Marketing Manager (Part-Time)**

**Position Purpose:** To market Mantorville as a historic, walkable and family-friendly weekend destination—driving visitors, spending and visibility.

### **Core Objectives**

- **Amplify Mantorville’s visibility** in Rochester and Twin Cities markets.
- **Increase visitation and economic impact** by promoting experiences, businesses and events.
- **Develop a unified brand identity** for Mantorville to be used across marketing materials.
- **Leverage influencer partnerships** to generate authentic, high-reach content.
- **Coordinate storytelling and campaigns** that showcase the unique character of Mantorville.

### **Key Responsibilities & Tactics**

#### **A. Build & Maintain a Digital Hub (Website and Tools)**

- **Create a new website** ([mantorvillemn.org](http://mantorvillemn.org)) with pages including:
  - **Home:** Strong visuals, intro messaging (“Historic, walkable, weekend escape”).

- **Business Directory:** Individual pages for each business—bio, hours, owner quote/story.
- **Events Calendar:** All upcoming happenings (market, music, tours).
- **Itineraries:** Downloadable guides (“Family Day,” “Romantic Weekend,” “Marigold Days Weekend”).
- **Stories/Blog:** History features, photo spots, local lore.
- **Plan-Your-Visit Tools:** Parking/restroom map, nearby attractions/shops, etc.

## **B. Create a Mantorville Brand Identity**

- Develop a brand style guide (colors, fonts, etc.) to ensure all marketing materials are consistent.
- Apply branding to website, social media, print materials, rack cards/brochures, etc.
- Establish the hashtag **#VisitMantorville** as the anchor for community and visitor-generated content.

## **C. Social Media & Content Strategy**

- **Platforms:** Facebook, Instagram, (maybe TikTok or YouTube Shorts).
- Develop and implement a social media calendar aligned with events, seasons and promotions.
- Create content including:
  - Business spotlights
  - History throwbacks and stories
  - Event countdowns and coverage
- Grow and engage audience through consistent posting.
- Respond to inquiries and comments in a timely and professional manner.
- Run light paid ad campaigns targeting Rochester and Twin Cities.

## **D. Influencer & Partnership Program**

- Invite Minnesota micro-influencers throughout the year (5k–25k followers, regional focus on travel, food, family, outdoors) to Mantorville to create their own authentic content.
  - Influencers are paid a small stipend (\$150–\$250 each) plus their meal/experience/gas is covered by the Chamber and/or local partners.
  - *Deliverables:* at least 1 Reel, 1 Story set and 1 photo post featuring Mantorville and tagging #VisitMantorville.
  - *Why?* They already have loyal Minnesota audiences who follow them for weekend ideas, content comes across as more authentic than ads and their reach amplifies Mantorville’s story in a way we cannot buy with ads alone.
- Provide brochures and itineraries to local partners such as Rochester hotels, Mayo Clinic visitor centers and attractions like Oxbow Park and Quarry Hill.

## **E. Event Amplification & PR**

- Promote events, ensuring every event is listed online and amplified digitally.

- Submit events to Explore Minnesota, Experience Rochester and other regional calendars.
- Write and distribute press releases for major events and seasonal promotions.

## **Budget**

- Part-time - 13-15 hours/week at \$75/hour = \$52,000/annually (fractional director-level expertise without full-time overhead).
- Approximate Marketing Budget = \$8,000
  - Website hosting/domain, social media ads, printing, influencer partnership program, etc.

*This investment consolidates Mantorville's scattered marketing efforts into a unified strategy, creating accountability and measurable impact. It's a cost-effective way to secure professional marketing leadership without the expense of a full-time hire.*

## **Conclusion**

This role is more than social media—it is about building Mantorville's long-term identity as a must-visit Minnesota destination. With a professional managing branding, digital presence, partnerships and event promotion, we can turn Mantorville's historic charm into sustainable economic growth.

To:

**Mantorville Economic Development Authority (EDA)**  
**Kim Boyum, Chuck Bradford, Brian Hindal, Zach Krause,**  
**Jim Potter, Troy Stafford, Bob Soland**

From:

**Marketing Mantorville Committee (MMC)**  
*(Concerned Citizens of Mantorville)*

**Mary Ayshford** / *Mantorville Art Guild*

**Melanie Dobson** / *Mantorville Theatre Company*

**Amanda Freund** / *Marketing Manager with Adams Brown CPA & Advisors*  
& *Owner of Amanda Lauren Freund Corp.*

**Jason Klimavicz** / *Mantorville Chamber of Commerce*

**Marylee Lambert** / *Mantorville Restoration Association (MRA)*

**Jane Olive** / *Long-time Resident with Civic Involvement & Historian of Mantorville*

Dear EDA Members,

The **Marketing Mantorville Committee** is attending your next board meeting on September 21st. We wanted to give you the opportunity to review what we plan to discuss prior to the meeting. First let me share some of the background of how this group of concerned citizens came together.

I was elected president of the Art Guild this year after being a Guild member for several years. Since the very beginning there has been concern for the lack of customers, and how and what we could do to increase foot traffic into our gallery. So I decided to seek out individuals within Mantorville and ask questions, get opinions, learn the history of what has been done, what hasn't been done and who is responsible for promoting Mantorville and encouraging tourism.

At first my questions focused on how the Art Guild was being impacted, but very quickly it became apparent that it was not just an Art Guild problem, but a community-wide concern. Something major is needed to sustain and to grow Mantorville before it becomes a ghost town like so many other small communities in Minnesota and across the country.

After many hours of discussion our committee settled on what we feel is a very viable solution, the creation of a *Marketing Coordinator* position with the focus on making Mantorville a must-visit destination in SE Minnesota, rich in character and history.

We presented this concept at the public meeting held on August 26th at the Hubbell House. There was much conversation, a lot of questions and comments, but in the end the majority of those attending agreed that having an experienced, professional marketing person in place makes sense.

After the meeting Brian Hindal suggested that our group refine the strategic plan and bring it to the EDA Board for consideration. Attached is the original marketing plan created a year ago by Amanda Freund and also the revised plan that Brian requested.

We look forward to discussing this much needed position and value your assistance and insight in this matter.

Respectfully,  
Mary Ayshford & MMC

# MANTORVILLE, MN

## PROPOSED ANNUAL BUDGET

### Tourism marketing investment

#### Fractional director-level marketing without full-time overhead.

Strategic and hands-on execution to attract visitors,  
support local businesses and give people more reasons to come to town.

| CONSULTANT      | MARKETING EXPENSES BUDGET | TOTAL ANNUAL INVESTMENT |
|-----------------|---------------------------|-------------------------|
| <b>\$39,000</b> | <b>\$5,000</b>            | <b>\$44,000</b>         |

*10 hours/week × \$75/hour × 52 weeks | \$750/week | \$3,250/month average consultant fee*

#### What the consultant delivers

Marketing strategy/plan and budget management, a tourism website, social media setup and management, photography, copy and design, advertising and event promotion.

A marketing plan and website development comes first, followed by ongoing promotion and updates. Website design, photography and content creation are included in the paid hours.

#### Example of a \$5,000 Marketing Budget

| EXPENSE                     | PLANNED USE                                                                                                    | ANNUAL         |
|-----------------------------|----------------------------------------------------------------------------------------------------------------|----------------|
| Website + hosting           | Light plan: \$17/month, billed annually. <sup>1</sup>                                                          | \$204          |
| Website domain              | One \$22.99 renewal + fee allowance. <sup>2</sup>                                                              | \$25           |
| Social media ads            | \$250/month average; emphasize events and seasonal visits.<br>Reach Rochester and surrounding communities.     | \$3,000        |
| Google Search ads           | Two \$250 tests for nearby activities and day-trip searches.                                                   | \$500          |
| Mantorville visitor maps    | 1,500 maps × \$0.50. Shops, food, attractions and a QR code; distribute through businesses and welcome center. | \$750          |
| Additional handouts         | 50 posters × \$3, plus 500 flyers × \$0.30                                                                     | \$300          |
| Tax, shipping + adjustments | Reserve for sales tax, print delivery and price changes.                                                       | \$221          |
| <b>TOTAL MARKETING</b>      |                                                                                                                | <b>\$5,000</b> |

Printing amounts are estimates pending a printer's quote. Advertising amounts are spending limits. Social profiles have no setup fee; use existing equipment and existing or free design and scheduling tools.

Pricing references: <sup>1</sup> [Wix Light plan](#) · <sup>2</sup> [GoDaddy .com pricing](#). Annual billing assumed; final prices may vary.

The engagement would require a signed five-year agreement to support consistent marketing and long-term tourism growth. This gives the consultant time to build Mantorville's visibility, strengthen local partnerships and refine promotions across multiple tourism seasons.