



AGENDA

Sister Cities Commission Meeting

5:15 PM - Monday, July 6, 2026
City Hall Council Chambers

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	
3.1. Approve the June 1, 2026 Sister Cities Commission meeting minutes. SCC minutes 06-01-2026	3 - 4
4. FINANCIAL REPORT	
4.1. Approve the financial report for the date ending June 30, 2026. SISTER CITIES 06.30.26 SISTER CITIES 06.30.2026 General	5 - 6
5. HANS JOOHS CULTURAL EXCHANGE PROGRAM	
5.1. Outbound Hans Joohs Intern (Samuel Blomberg June 8 to August 28, 2026)	
5.2. Inbound Hans Joohs Intern (Jan Rosenberg July 13 to October 5, 2026) <ul style="list-style-type: none">• Jan's interview at the consulate is scheduled for July 7, 2026.• Jayne Maday-Hulke has Jan's flight information and will pick up Jan from the airport.• Brian/Mary Lou Serbus will take Jan to get rental car at Jensen Motors and show Jan around New Ulm.	
5.3. Update on 2026 Host Families for Jan Rosenberg <ul style="list-style-type: none">• Brian/Mary Lou Serbus (first six weeks)• TBD (second six weeks)	
6. OLD BUSINESS	
6.1. BCHS Museum Summer Program Sub-committee Update (Ellie/Carolyn)	
6.2. Advertising & Promotion Sub-committee Marketing Plan Update (Lorie/Tamara) Sister Cities Advertising and Promotion Plan Draft #2 2026	7 - 10
7. NEW BUSINESS	
7.1. Welcome Reception for Jan Rosenberg has been moved from July 28th to July 21st at the Kegel Klub with social hour at 5:30 p.m. and appetizers at 6:00 p.m. Invites will be distributed.	
8. ANNOUNCEMENTS	
8.1. 2026 Cash Wise Brat Stand Dates <ul style="list-style-type: none">• Tuesday, August 11, 2026; and• Wednesday, August 12, 2026 Brat Stand August 11 and August 12, 2026	11

8.2. The next meeting will be held on Monday, August 3, 2026 at 5:15 p.m. in the City Hall Council Chambers.

9. ADJOURNMENT

If someone would like an item discussed at an upcoming Sister Cities Commission meeting, please send an email to lisap@newulmmn.gov so the item can be added to the Agenda. The SCC meets the first Monday of the month. In order for an item to be added to the Agenda, please submit the information five (5) days prior to the meeting.

Minutes of the Sister Cities Commission

Monday, June 1, 2026 5:15 pm

Roll call

Members present: Jayne Maday-Hulke, Ellie Sveine, Larry Mack, John Vorwerk, Carolyn Marti-Smith, Lorie Jewell, Tamara Furth, Al Waldvogel, and Mayor Kathleen Backer

Absent: Tony Beranek, Mayor Kathleen Backer

Meeting Called to Order

Vice Chair John Vorwerk called the meeting to order at 5:15.

Approval of Minutes of May 4, 2026

Lorie Jewell made a motion to accept the minutes, second by Larry Mack. Motion carried.

Financial Report ending May 31, 2026

The Special Fund account had a withdrawal of \$259.57 for an expense from the recognition award. Ending balance is \$7433.50. In the General Fund had a withdrawal of \$2,112.03 for Sister Cities International membership of \$440.00, flight reimbursement for outgoing intern \$1,522.03, and travel stipend \$150.00. Ending balance is \$1,457.97. Carolyn Marti-Smith made a motion to accept the report as given in the agenda, second by Tamara Furth. Motion carried.

Hans Joohs Cultural Exchange Program

Samuel Blomberg our outgoing intern will be from June 8 – August 28. They have found host families, and work arrangements have been made. Airline tickets have been purchased.

Jan Rosenberg our incoming intern will be coming from July 13 – October 5. He will be working at New Ulm Country Club so information has been sent to them; they are looking forward to his internship. Carolyn Marti-Smith will talk with Tim (manager of country club) and let him know about what to expect and things he can have Jan do while working. She will also let him know of other responsibilities/opportunities Jan will have. Carolyn Marti-Smith will talk Jim and Konnie Bartels, Webb's and Serbus's to firm up host families. Nathan and Shelly Pearson had not volunteered to be a host family; we are not sure how we got the information that they were interested. They may however be interested in the future. Lorie Jewell mentioned that how to be a host family and what it involves would be nice to have on our website. Lorie still needs emails for the interns to see if they can make a video of getting ready for their trips to be put on the website and YouTube.

Old Business

Ellie Sveine and Carolyn Marti-Smith have met with Brown County Historical Society Program Director Christina Koester regarding summer day camps demonstrating how to make spaetzle for 5th – 6th graders. The date will be Thursday August 13th 9:00 -1:00 pm. Carolyn stated that KEYC TV will be interviewing her for The Grand and has asked that they cover this event also.

The Advertising Committee reviewed the draft and had discussion with the group. Please add to next month's agenda to be voted on.

A motion to accept the Budget Request for 2027 was made by Ellie Sveine, second by Lorie Jewell, motion carried.

New Business

Carolyn Marti Smith has reserved the Kegel Klub for Tuesday, July 28th at 6:00 pm. This will be a potluck, with pop and appetizers from the Kegel Klub. This will be Jan's welcome reception.

Jayne Maday-Hulke has volunteered to pick up Jan from the airport. Ellie Sveine said she would be back-up if needed. The Advertising Committee will work on a welcome sign for Jan.

Al Waldvogel stated that Jan can ride on the Narren float for the Bavarian Blast parade on July 19th. The Advertising Committee will also work on a sign for this too.

Bob Webb is on the Bavarian Blast planning committee and said he can provide passes for Jan and the host family, for the celebration.

Announcements

Brat stand fundraiser at Cash Wise is on August 11th and 12th. There are still open slots please sign up as you are available. We will ask that Jan our intern also to work a shift or two.

Adjournment

The next Meeting will be held on Monday, July 6th, 2026 at 5:15 pm at City Hall Council Chamber.

A motion to adjourn made by Carolyn Marti- Smith and second by Lorie Jewell. Meeting adjourned.

Minutes submitted by Ellie Sveine.

**Sister Cities Commission
Special Projects Fund
For the Month Ended
June 30, 2026**

Beginning Balance:			7,693.07
	1/1/2026		
<i>Revenue:</i>			
	Interest	0.00	
	Other Contributions/Sales	0.00	0.00
<i>Expenses:</i>			
	Other	(259.57)	(259.57)
Ending Balance:			
	12/31/2026		7,433.50

Detailed Revenue and Expenses

Revenue:

TOTAL REVENUE \$0.00

Expenses:

January

2025 SCC Recognition Award Reception -\$184.07
 2025 Rolloff Plaque -\$75.50

TOTAL EXPENSE -\$259.57

**Sister Cities Commission
General Fund
For the Month Ended
June 30, 2026**

<i>Revenues:</i>			
	Budget	0.00	
	Revenues:	<u>0.00</u>	
	Budget remaining		0.00
	Percent of budget remaining		0%
 <i>Expenses:</i>			
	Budget	3,570.00	
	Expenses	<u>(2,112.03)</u>	
	Budget remaining		1,457.97
	Percent of budget remaining		41%
 Total Budget Remaining			
	12/31/2026		<u><u>1,457.97</u></u>

Detailed Revenue and Expenses

Revenue:

TOTAL REVENUE \$0.00

Expenses:

March
2026 Sister Cities International Membership -\$440.00

May
Reimburse Flight - Blomberg -\$1,522.03

Travel Stipend - Blomberg -\$150.00

TOTAL EXPENSE -\$2,112.03

Marketing Plan: New Ulm Sister Cities Commission DRAFT Two

Marketing Objectives

- 1) Increase awareness of the Commission and its mission
 - i) Description of what a Sister Cities Commissioner is (City Website). Maybe create an additional page similar to the Hans Joohs page.
- 2) Promote cultural exchange program and sponsored events
 - a) On the city website, maybe add some more quotes and photos of past participants
 - b) Showcase both the German participants and the American participants. Where did they work, what did they do?
 - c) Add the title of Sister Cities Commission on the top of the **Hans Joohs Cultural Exchange Program** page
- 3) Grow community participation and volunteer involvement
 - a) Connect with the school's High School and MLC to let people know about the exchange program.
 - b) Post volunteer opportunities on the City Facebook page. (Brat Stand, Welcome events, etc.)
 - c) Speak at various civic organizations to increase awareness

Target Audiences

- Residents of New Ulm and surrounding communities
- Families, educators, and students
- Potential Host Families
- Cultural enthusiasts and travelers
- Local organizations and civic groups
- Potential volunteers and donors

Core Marketing Channels

- Digital: City of New Ulm Website, email newsletters? City of New Ulm social media
 - Traditional: Newspapers, radio, posters – The Journal, KNUJ, Television: NUCAT
 - Community partnerships: Schools, Chamber, nonprofits
 - Experiential: Cultural events and exchange programs -Maybe host a table at the “Welcome Week” event or the New Ulm Night Out event to raise awareness that we exist in the community.
-

1. Goal: Build recognition of the Commission year-round

Digital Presence

- Add all activities to community calendars and post on social media.

Storytelling

- Cultural exchange stories
- Photos from past trips and visiting delegations

Branding

- Develop consistent visual identity (logo usage, colors, messaging) – Sister Cities uses a logo on their letterhead (Is that logo the City of New Ulm Logo?)
 - Is there a Sister Cities logo?
 - Create a general “What is Sister Cities?” explainer paragraph
 - What is the role of a Sister Cities Commissioner
-

2. Goal: Educate the public and spark interest

Direct Outreach

- Email reminders to past participants and supporters (Do we have a list of e-mail addresses?)
- Personal invitations to community leaders, city council, other commissions, etc.

1) Media Outreach

2) Write and distribute press releases highlighting – send press releases to city administration for review:

a) Upcoming exchanges or events

3) Pitch human-interest stories to local media

Community Engagement

Partnerships

- Cross-promote with:
 - Chamber of Commerce
 - Tourism organizations
 - City of New Ulm
 - Schools: High Schools, and MLC (presentations, cultural talks)
 - Civic groups and other cultural hubs
-

3. Goal: Encourage participation and connection

Social Media Strategy Upon the arrival of exchange participants

- Launch themed posts:
 1. “Meet Our Sister City” series
 - a. Meet the New Ulm Participants going to Germany
 - b. Meet the German Participants coming to New Ulm
 - c. Meet the Commissioners and learn why they are on the commission

Video Content

Invite NUCAT to film a program including the short videos from the participants and commissioners listed above

- Share short videos:
 - Past exchange highlights
 - Testimonials from participants
 - Invitations from Commission members to be involved.

Radio & Local Media

- Schedule interviews discussing:
 - The purpose of Sister Cities
 - Upcoming opportunities to get involved
 - KNUJ has a standing Community Affairs timeslot that we could request when we have an event to promote.
-

7. Goal: Sustain momentum and grow future participation

- Share recap posts with photos and highlights
 - Thank participants, partners, and sponsors
 - Collect testimonials and stories
 - Promote next opportunities to engage
-

Optional Enhancements

- “Passport to the World” campaign (attend multiple events, earn rewards)
- Cultural series (food, music, language nights)
- Student exchange promotion
- Email newsletter dedicated to Sister Cities updates

Cash Wise Brat Stand Work Schedule

Date Tuesday, August 11, 2026

	<u>Two in Booth</u>	<u>One Griller</u>	
TIME	SELLERS (need 2 people)	GRILLER	Open/Close
9:45-11:00	Carolyn Marti Smith	Jayne Maday-Hulke	Jayne Maday-Hulke
	Sue Marti		
11:00-12:00	Carolyn Marti Smith	Ellie Sveine	
	John Vorwerk		
12:00-1:00	Lorie Reiser	Ellie Sveine	
	John Vorwerk		
1:00-2:00	Lorie Reiser	Ellie Sveine	
	John Vorwerk		
2:00-3:00	Lorie Brey	Ellie Sveine	
	Jim Bartels		
3:00-4:00	Lorie Brey	Larry Mack (3:15)	
	Jim Bartels		
4:00-5:00	Lorie Brey	Larry Mack	
	Tamara Furth		
5:00-6:00	Lorie Brey	Larry Mack	Jayne Maday-Hulke
	Tamara Furth		

Date Wednesday, August 12, 2026

	<u>Two in Booth</u>	<u>One Griller</u>	
TIME	SELLERS (need 2 people)	GRILLER	Open/Close
9:45-11:00	Carolyn Marti Smith	Jayne Maday-Hulke	Jayne Maday-Hulke
	Sue Marti		
11:00-12:00	Carolyn Marti Smith	Ellie Sveine	
	Kathleen Backer		
12:00-1:00	Kathleen Backer	Ellie Sveine	
	Lorie Reiser		
1:00-2:00	Dick Seeboth	Ellie Sveine	
	Kathleen Backer		
2:00-3:00	Dick Seeboth	Ellie Sveine	
	Lorie Brey		
3:00-4:00	Dick Seeboth	Larry Mack (3:15)	
	Lorie Brey		
4:00-5:00	Dick Seeboth	Larry Mack	
	Lorie Brey		
5:00-6:00	Dick Seeboth	Larry Mack	Jayne Maday-Hulke
	Lorie Brey		