



AGENDA

Sister Cities Commission Meeting

5:15 PM - Monday, June 1, 2026

City Hall Council Chambers

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	
3.1. Approve the May 4, 2026 Sister Cities Commission meeting minutes. SCC minutes 05-04-2026	3 - 4
4. FINANCIAL REPORT	
4.1. Approve the financial report for the date ending May 31, 2026. SISTER CITIES 05.31.26 SISTER CITIES 05.31.2026 General	5 - 6
5. HANS JOOHS CULTURAL EXCHANGE PROGRAM	
5.1. Outbound Hans Joohs Intern (Samuel Blomberg June 8 to August 28, 2026)	
• Host family is confirmed and the following will be his intern locations:	
○ June 11th until July 3rd: Mühlen Sohn, Blaustein: https://www.muehlen-sohn.de/en/	
○ July 6th until July 24th: Wieland, Ulm: https://www.wieland.com/en/about/the-company/wieland-in-brief	
○ July 27th until August 21st (linked to your departure date): TEVA, Ulm: https://www.teva.de/teva-weltweit/teva-in-deutschland.html	
• Airline ticket was purchased and reimbursement was prepared	
5.2. Inbound Hans Joohs Intern (Jan Rosenberg July 13 to October 5, 2026)	
• Jan has submitted his Visa application and is waiting for confirmation/approval.	
5.3. Update on 2026 Host Families for Jan Rosenberg	
• Nathan/Shelly Pearson	
• Jim/Konnie Bartels	
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)	7 - 10
Sister Cities Advertising and Promotion Plan Draft #2 2026	
6.3. Motion/second approving the SCC Budget Request for 2027 and submit budget request to the City Manager and Finance Director.	11
Sister Cities Letter Budget Request for 2027	
7. NEW BUSINESS	

- 7.1. Plan Welcome Reception for Jan Rosenberg (tentative dated July 20th)
- 7.2. Volunteer needed to pick up Jan Rosenberg at MSP (arrives July 13th)
 - Flight details have not been provided
- 7.3. Bavarian Blast Parade held on July 19, 2026
 - Enter Jan in the parade
 - Magnetic parade signs are located in City Administration
- 7.4. Discuss purchasing Bavarian Blast tickets for Jan and his host families

8. ANNOUNCEMENTS

- 8.1. 2026 Cash Wise Brat Stand Dates 12
 - Tuesday, August 11, 2026; and
 - Wednesday, August 12, 2026

[Brat Stand August 11 and August 12, 2026](#)
- 8.2. The next meeting will be held on Monday, July 6, 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, May 4, 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

Meeting Called to Order

Jayne Maday-Hulke called the meeting to order at 5:15.

Membership

Welcome from the commission to new member Al Waldvogel.

Approval of Minutes from April 6, 2026

Ellie Sveine made a motion to accept the minutes, second by Larry Mack. Motion carried.

Financial Report ending April 30, 2026

No changes from last month. Larry Mack made a motion to accept the report as given in the agenda, second by Carolyn Marti-Smith. Motion carried.

Hans Joohs Cultural Exchange Program

Samuel Blomberg our outgoing intern will be from June 8 – August 28. They are finalizing host families and work soon.

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. Larry mentioned that we should start planning his welcome party. Carolyn Marti-Smith offered to check with the Kegel Club and make reservations, planning for the first Monday after Jan's arrival. We also will work on firming up host families. Dick and Sharon Seeboth had volunteered, but now state that they are unable to host at this time. Jim and Konnie Bartels have also volunteered. Nathan and Shelly Pearson have shown interest in hosting. Lorie Jewell, commissioner, states that she knows them and recommends getting in touch with them. We will reach out to them soon.

Old Business

Ellie Sveine and Carolyn Marti-Smith have met with Brown County Historical Society Program Director Christina Koester regarding summer day camps. 5th – 6th graders. Christina is on maternity leave at this time, Ellie will confirm the dates. No further progress to mention at this time.

Lorie Jewell and Tamara Furth explained their draft marketing plan. Members commented that it will be nice to have this outline to work with. They asked that the commission look it over and come back with comments at our

next meeting. Lorie also talked about an idea of having both our incoming and outgoing interns do a Tic-Toc type video preparing to leave for their internships so that it could be placed on social media. (New Ulm city Facebook) She will reach out to the interns about this idea.

We would like this add to the agenda for our next meeting about getting tickets to Bavarian Blast for our intern, Jan, and the host families. We need to start thinking about having Jan be in the Bavarian Blast parade, possibly riding with the Narren. Also check on name tag magnets for the vehicles.

New Business

The budget request for 2027 has been submitted to the City Council, we are requesting \$3570.

Announcements

The dates for our fundraiser at Cash Wise brat stand will be August 11th and August 12th. Please check your calendars and sign up to work. We will ask Jan, our intern, to work a shift or two.

Adjournment

The next Meeting will be held on Monday, June 1st , 2026 at 5:15 pm at City Hall Council Chamber.

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

Minutes submitted by Ellie Sveine.

**Sister Cities Commission
Special Projects Fund
For the Month Ended
May 31, 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
May 31, 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



City of New Ulm

Sister Cities Commission
 100 North Broadway
 New Ulm, Minnesota 56073

Telephone: (507) 359-8233
 Fax: (507) 359-9752

May __, 2026

Mr. Chris W. Dalton, City Manager
 City of New Ulm
 100 North Broadway
 New Ulm, MN 56073

RE: Sister Cities Commission Budget Request

Dear Mr. Dalton:

On behalf of the Sister Cities Commission, I wish to thank the City of New Ulm for their continued support of the work of the commission. We are confident that the New Ulm Sisters Cities Commission brings positive attention to our community, locally, regionally, and even internationally.

Looking ahead to the coming calendar year, the New Ulm Sister Cities Commission respectfully requests a \$_____ allocation in the 2027 annual budget for its work. We do supplement the money allocated to us by working the brat stand at Cash Wise Foods. We will host the Hans Joohs Cultural Exchange program in 2027.

Again, the Sister Cities Commission appreciates the City of New Ulm's budgetary support. We enjoy our modest role in the ongoing life of our vibrant community. Thank you for considering our request for allocation in the 2027\ budget.

**New Ulm Sister Cities Commission
 Approximate Anticipated Expenditures for 2027**

Description	2026	2027
Hans Joohs Cultural Exchange Program	\$2,825.00	
Advertising and Promotions	315.00	
Sister Cities International Membership Dues	430.00	
Total	\$3,570.00	

New Ulm Sister Cities Commission
 Jayne Maday-Hulke, Chair

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		
1:00-2:00	Lorie Reiser		
2:00-3:00	Lorie Brey		
	Jim Bartels		
3:00-4:00	Lorie Brey	Larry Mack (3:15)	
	Jim Bartels		
4:00-5:00	Lorie Brey	Larry Mack	
5:00-6:00	Lorie Brey	Larry Mack	Jayne Maday-Hulke

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		
	Lorie Reiser		
1:00-2:00	Dick Seeboth		
	Kathleen Backer		
2:00-3:00	Dick Seeboth		
	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		