



AGENDA

Sister Cities Commission Meeting

5:15 PM - Monday, May 4, 2026

City Hall Council Chambers

	Page
1. CALL TO ORDER	
2. ROLL CALL	
2.1. Welcome New Member	
• Al Waldvogel	
3. APPROVAL OF MINUTES	
3.1. Approve the April 6, 2026 Sister Cities Commission meeting minutes.	3 - 4
SCC minutes 04-06-2026	
4. FINANCIAL REPORT	
4.1. Approve the financial report for the date ending April 30, 2026.	5 - 6
SISTER CITIES 04.30.26	
SISTER CITIES 04.30.2026 General	
5. HANS JOOHS CULTURAL EXCHANGE PROGRAM	
5.1. Outbound Hans Joohs Intern (Samuel Blomberg June 8 to August 28, 2026)	
• Samuel's dates have been confirmed by Ulm, Germany	
• Ulm will work on host families and employer intern location	
• Samuel is checking into flights to Germany	
5.2. Inbound Hans Joohs Intern (Jan Rosenberg July 13 to October 5, 2026)	
• The New Ulm Country Club will serve as the intern location for Jan	
• Intern letter, invite letter and Visa link were emailed to Jan	
5.3. Potential Host Families for Jan Rosenberg	
• Nathan/Shelly Pearson	
• Dick/Sharon Seeboth	
• 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	7 - 11
(Lorie/Tamara)	
Sister Cities Advertising and Promotion Plan Draft #2 2026	
Advertising & Promotion Sub-committee Notes 04-23-2026	
7. NEW BUSINESS	
7.1. Budget Request for 2027	12
Sister Cities Letter Budget Request for 2027	
8. ANNOUNCEMENTS	
8.1. 2026 Cash Wise Brat Stand Dates (sign up schedules sent April 22nd)	13

- 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, June 1, 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@newulmn.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, April 6, 2026 **5:15 pm**

Roll call

Members present: Jayne Maday-Hulke, Larry Mack, John Vorwerk, Lorie Jewell, Tamara Furth, and Mayor Kathleen Backer

Absent: Tony Beranek, Ellie Sveine, Carolyn Marti-Smith

Meeting Called to Order

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

Approval of Minutes from March 2, 2026

Larry Mack made a motion to accept the minutes, second by Tamara Furth. Motion carried.

Financial Report ending February 28, 2026

Lorie Jewell 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 is the outbound intern traveling June 8 – August 28, 2026. Ulm has been notified of Samuel's dates and is seeking an intern location and host families.

Jan Rosenberg is the inbound intern and will be in New Ulm from July 13 – October 5, 2026. His intern location will be the New Ulm Country Club working with the catering, restaurant and bar staff.

Three host families have expressed interest in hosting Jan. The number of host families will need to be narrowed down to two host families.

Sertoma has offered Jan to speak during any first three Wednesdays of the month at the New Ulm Country Club.

Old Business

The update on the collaboration with Brown County Historical Society Museum was tabled to the May 4th meeting due to commission members absence.

New Business

Lorie Jewell (Advertising & Promotion Sub-committee) gave an update on her outline for a marketing plan promoting the Sister Cities Commission. This is a framework to use and adjust depending on the events.

Announcements

The dates for our fundraiser at Cash Wise brat stand will be August 11th and August 12th. Sign up schedules will be sent out in the near future.

Adjournment

The next Meeting will be held on Monday, May 4, 2026 at 5:15 pm at City Hall Council Chamber.

A motion to adjourn made by John Verwerk, second by Tamara Furth. Meeting adjourned.

Minutes submitted by Larry Mack.

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

<i>Revenues:</i>		0.00	
	Budget Revenues:	0.00	
	Budget remaining		0.00
	Percent of budget remaining		0%
 <i>Expenses:</i>			
	Budget Expenses	3,570.00	
	Budget remaining		3,130.00
	Percent of budget remaining		88%
 Total Budget Remaining	12/31/2026		3,130.00

Detailed Revenue and Expenses

Revenue:

TOTAL REVENUE \$0.00

Expenses:

March
2026 Sister Cities International Membership -\$440.00

TOTAL EXPENSE -\$440.00

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

Advertising & Promotions Sub-committee Meeting Notes
Thursday, April 23, 2026

The Advertising & Promotions subcommittee met on Thursday, April 23rd. In attendance were Tamara Furth and Lorie Jewell.

Discussion regarding Draft One of the marketing plan. Edits to Draft One were completed and forwarded to Lisa Pelzel to be sent to the Commissioners along with the agenda for our May meeting.



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		
	John Vorwerk		
12:00-1:00			
1:00-2:00			
2:00-3:00	Lorie Brey		
	Jim Bartels		
3:00-4:00	Lorie Brey		
	Jim Bartels		
4:00-5:00	Lorie Brey		
5:00-6:00	Lorie Brey		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		
12:00-1:00			
1:00-2:00	Dick Seeboth		
2:00-3:00	Dick Seeboth		
	Lorie Brey		
3:00-4:00	Dick Seeboth		
	Lorie Brey		
4:00-5:00	Dick Seeboth		
	Lorie Brey		
5:00-6:00	Dick Seeboth		Jayne Maday-Hulke
	Lorie Brey		