



**MNTA Annual Meeting**  
**October 1-3, 2025**  
**Sanford Center | Bemidji, MN**

## **AGENDA**

### **Wednesday, October 1, 2025**

- |                 |                                                                                                     |
|-----------------|-----------------------------------------------------------------------------------------------------|
| <b>12:00 PM</b> | <b>Registration Open; Vendor Showcase</b>                                                           |
| <b>1:45 PM</b>  | <b>Welcome</b>                                                                                      |
| <b>2:00 PM</b>  | <b>Opening Keynote: Storytelling that is Impactful and Memorable</b><br><b>Dan Jasper</b>           |
| <b>3:00 PM</b>  | <b>Break + Vendor Showcase</b>                                                                      |
| <b>3:30 PM</b>  | <b>Session: Is Your Destination Film Ready</b><br><b>Sarah Gebeke, Explore Minnesota Film Board</b> |
| <b>4:30 PM</b>  | <b>Adjourn</b>                                                                                      |
| <b>5:00 PM</b>  | <b>Dinner and evening activities on your own.</b>                                                   |

### **Thursday, October 2, 2025**

- |                 |                                                                                                                                                         |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>8:00 AM</b>  | <b>Breakfast Buffet Available</b>                                                                                                                       |
| <b>9:00 AM</b>  | <b>Welcome Back</b><br><b>Session: Lightning Round/What's on Your Mind?</b><br><b>Share your burning questions or great news from your destination.</b> |
| <b>9:15 AM</b>  | <b>Session: News and Updates from Explore Minnesota</b><br><b>Lauren Bennett-McGinty, Executive Director, Explore Minnesota</b>                         |
| <b>10:15 AM</b> | <b>Break</b>                                                                                                                                            |
| <b>10:30 AM</b> | <b>Session: How is your Destination Using AI?</b><br><b>Facilitated Participant Discussion</b>                                                          |



## AGENDA

### Thursday, October 2, 2025 (Con't)

<b>11:30 AM</b>	<b>Networking Lunch, MNTA Annual Meeting &amp; Presentation of Roger Toussaint Award</b>
<b>1:00 PM</b>	<b>Break Out Sessions TBA</b>
<b>2:00 PM</b>	<b>Break Out Session Repeat TBA</b>
<b>3:00 PM</b>	<b>Adjourn</b>
<b>5:30 PM</b>	<b>Reception/Silent Auction</b>
<b>6:30 PM</b>	<b>Dinner</b>
<b>8:00 PM</b>	<b>Evening activities continue on your own.</b>

### Friday, October 3, 2025

<b>8:00 AM</b>	<b>Breakfast Buffet Available</b>
<b>8:15 AM</b>	<b>Breakfast Speaker: Economic Development + Tourism</b>
<b>9:00 AM</b>	<b>Welcome Back</b>
<b>9:15 AM</b>	<b>Session: TBA Anna Tanski, Fired Up! Culture</b>
<b>10:00 AM</b>	<b>Break</b>
<b>10:15 AM</b>	<b>Session: Legislative &amp; Election Update Todd Hill/Tony Kwilas</b>
<b>10:45 AM</b>	<b>Closing Keynote: Leading with Joy Dan Jasper</b>
<b>11:45 AM</b>	<b>Closing Remarks + Drawing + Adjourn</b>

***\*Topics and speakers will be added as they are confirmed. Please note this agenda is preliminary and subject to change.***

