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Muscatine Convention and Visitors Bureau Advisory Board Meeting

Wednesday, May 20, 2020

12:00 PM - 1:00 PM (CDT)

1. Call to Order
2. Approval of Minutes from April 2020
3. Financial Report
4. Director's Report
5. McDaniels Proposal for Remainder of Contract
6. 2020/2021 CVB Services Agreement
7. Adjournment

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

April 15, 2020 @ 12:00 PM | Meeting held electronically via Go To Meeting

Meeting was called to order by Mary Wildermuth. Present were Bob Bahn, Jodi Hansen, Charlie Harper, Beth Johnson, Erik Reader, and Mary Wildermuth.

Minutes – Minutes from the previous meeting were reviewed. Minutes approved with no changes. Bob moved for approval of minutes and Beth seconded with all ayes.

Financial Report – Spend YTD and detailed expenditures provided. CVB has \$53k available. McDaniels activity/spend is temporarily paused due to COVID-19. Paused McDaniels activity temporarily due to COVID-19. Called out that 58% of the Advertising budget is left, which should be spent before the end of June. Bob moved for approval of financials and Beth seconded with all ayes.

Director's Report – The report encompasses activities from the end of January through March.

- In conjunction with the Art Center, Muscatine was awarded the **2022 Museum Conference**.
- The **Chinese Orchestra, Opera and Dance Troupe** was once again an auditorium filler at the Muscatine High School Auditorium. Approx. 150 here from China.
- Jodi discussed the TV Show "**Beyond Your Backyard with Eric the Travel Guide**" again. Comes with a large expense (\$25,000) but also gives a lot of exposure and a podcast opportunity.
- Jodi recently participated in **Grant Elementary's career day**
- A recent **Hospitality Meeting** was held at the Art Center with 15 attendees. Jodi reported good conversation and interaction.
- The **State Bowling Tournament** was here for two weeks but ultimately was cancelled due to COVID-19. Promotions for bowlers were in place for discounts; visitor's guide and maps provided at bowling alley.
- 500 copies of the **Stroll through Old Muscatine booklets** have been gone through, and approx. 500 more were reprinted.
- Due to COVID-19, **Girl's Getaway has been postponed until October 31** – will pick up planning when able to do so. Jodi talked to a few bus groups who may be able to attend on this date.
- Jodi attended a few **meetings and events** - Travel IA conference in DSM in early March, Eastern IA Tourism Meeting, and legislature roundtable meeting at the state capital.
- Erik and Jodi met with GM at **The Merrill to discuss possible events** in the future. Looking at different signature events that CVB can collaborate with Merrill and/or other organizations.
- Van tour for bank tour guide – for future visit for group
- While the **CVB website is ready to roll out**, decision has been made to postpone launch in order to optimize timing.
- Jodi participating in weekly **IA Destination Marketing Alliance conference calls** to collaborate on what to do as CVB in current situation. Provides a good exchange on what everyone's doing.
- Chamber reached out to chamber members to get input on what they're going through. **GIFT CARD BUY-IN?** Reached out to all the hotels about the different programs available in COVID-19 options.
- **Melon City Criterium** is cancelled due to COVID-10
- Jodi working on tour bookings - **6 tours booked for July**, potentially another one to add



Itineraries Development

The goal of this project is to develop (4) itineraries to help visitors navigate the Muscatine area and enjoy a more complete experience. Each itinerary will be posted on the CVB website as pages as well as in PDF form. The PDF flyers can be printed on demand to be handed out at the CVB office and at local hotels.

Possible themes:

Outdoors

Museums shopping, and art

Eagle watching and other nature spots

Best events

Cost Estimate:

Researching and writing (4) distinct itineraries: \$2,000

Full Day Destination Visit consisting of location video and photography: \$2,000 (agency photographer and director)

Travel budget: \$400

Design for printed PDF flyers: \$2,500

Grand Total: \$6,900

APPROVAL _____ DATE _____

NOTE: Each activity is limited to a set number of hours. All final artwork will be wholly owned by Visit Muscatine. Quote valid for 60 days, E.W. McDaniels, Inc. (dba McDaniels Marketing) reserves the right to submit a new estimate for any change in specifications. All customer alterations will be charged additional time and material. Does not include applicable taxes, shipping and costs associated with client changes made after final layout/copy approval. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal.

General Ledger

Expense vs Budget

User: Imccullough
 Printed: 5/18/2020 - 2:22 PM
 Period: 10, 2020
 Fiscal Year: 2020
 JE Number: 0



City of
MUSCATINE
 City Hall
 215 Sycamore St
 Muscatine, Iowa
 www.muscatineiowa.gov
 (563) 264-1550
 52761

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821		CONVENTION & VISITORS BUREAU							
5821		CONVENTION & VISITORS BUREAU							
5821-55-5821-51100		General Office Supplies							
5821-55-5821-51100		General Office Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-52600		Food							
5821-55-5821-52600		Food	500.00	0.00	290.65	209.35	0.00	209.35	41.87
5821-55-5821-52860		Sign Materials							
5821-55-5821-52860		Sign Materials	2,000.00	0.00	20.33	1,979.67	0.00	1,979.67	98.98
5821-55-5821-52890		Misc Operating Supplies							
5821-55-5821-52890		Misc Operating Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-61120		Auditing Fees							
5821-55-5821-61120		Auditing Fees	100.00	0.00	95.00	5.00	0.00	5.00	5.00
5821-55-5821-62370		Misc Printing Services							
5821-55-5821-62370		Misc Printing Services	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
5821-55-5821-62470		Other Non-Employees Services							
4/1/2020	AP 10	10 April 2020		5,625.00	DR	Cl: 33301	MUSCATINE CHAMBER OF COMMERCE		

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-62470		Other Non-Employees Services	67,500.00	5,625.00	56,250.00	11,250.00	0.00	11,250.00	16.67
5821-55-5821-64120		Actual Travel Expenses							
5821-55-5821-64120		Actual Travel Expenses	2,400.00	0.00	404.04	1,995.96	0.00	1,995.96	83.17
5821-55-5821-64200		Registrations							
4/14/2020	AP 10	Evenbrite - Meeting		17.55 DR	CK: 33394	BANCARD SERVICES			
4/14/2020	AP 10	Hilton - Lodging Hansen		358.80 DR	CK: 33394	BANCARD SERVICES			
5821-55-5821-64200		Registrations	800.00	376.35	714.15	85.85	0.00	85.85	10.73
5821-55-5821-64400		Meals							
4/14/2020	AP 10	Hilton - Meal		21.65 DR	CK: 33394	BANCARD SERVICES			
4/14/2020	AP 10	Ritual Cafe - Meal		11.24 DR	CK: 33394	BANCARD SERVICES			
5821-55-5821-64400		Meals	300.00	32.89	76.41	223.59	0.00	223.59	74.53
5821-55-5821-64500		Mileage							
4/13/2020	AP 10	Mileage 3/2/20		157.04 DR	CK: 33441	Jodi Hansen			
5821-55-5821-64500		Mileage	800.00	157.04	677.04	122.96	0.00	122.96	15.37
5821-55-5821-65100		Advertising, Pub, & Marketing							
4/13/2020	AP 10	New Ad Creative for Spring		400.00 DR	CK: 33468	MCDANIELS MARKETING,INC			
4/13/2020	AP 10	Marketing		125.00 DR	CK: 33468	MCDANIELS MARKETING,INC			
4/13/2020	AP 10	New Ad Creative for Spring		525.00 DR	CK: 33468	MCDANIELS MARKETING,INC			
4/14/2020	AP 10	Facebook - Marketing		394.59 DR	CK: 33394	BANCARD SERVICES			
4/29/2020	AP 10	Marketing		825.00 DR	CK: 33663	MCDANIELS MARKETING,INC			
4/29/2020	AP 10	Marketing		125.00 DR	CK: 33663	MCDANIELS MARKETING,INC			
4/29/2020	AP 10	Marketing		700.00 DR	CK: 33663	MCDANIELS MARKETING,INC			
5821-55-5821-65100		Advertising, Pub, & Marketing	45,000.00	3,094.59	21,582.68	23,417.32	0.00	23,417.32	52.04
5821-55-5821-66100		Liability Insurance							
5821-55-5821-66100		Liability Insurance	400.00	0.00	433.00	-33.00	0.00	-33.00	-8.25
5821-55-5821-69200		Postage And Freight							

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-69200		Postage And Freight	800.00	0.00	252.05	547.95	0.00	547.95	68.49
5821-55-5821-69400		Dues And Memberships							
5821-55-5821-69400		Dues And Memberships	700.00	0.00	415.00	285.00	0.00	285.00	40.71
5821-55-5821-90300		Administrative Transfer							
5821-55-5821-90300		Administrative Transfer	3,700.00	0.00	2,775.00	925.00	0.00	925.00	25.00
5821		CONVENTION & VISITORS BUREAU	127,400.00	9,285.87	83,985.35	43,414.65	0.00	43,414.65	34.08
5821		CONVENTION & VISITORS BUREAU	127,400.00	9,285.87	83,985.35	43,414.65	0.00	43,414.65	34.08

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
		Report Totals:	127,400.00	9,285.87	83,985.35	43,414.65	0.00	43,414.65	34.08