

Muscatine Convention & Visitors Bureau Advisory Board Meeting

Wednesday, September 23, 2020 - 12:00pm
Greater Muscatine Chamber of Commerce and Industry
100 West Second Street, Muscatine, IA

The CVB Advisory Board will meet in a socially distanced manner at the Chamber of Commerce office. Because of the ongoing Covid-19 pandemic, this meeting will also be held electronically. Members of the public will be required to participate electronically; this option is also available to any Commission member who cannot or does not wish to physically attend. Information on how to participate electronically can be found below:

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/652959533>

You can also dial in using your phone.

United States: +1 (571) 317-3122

Access Code: 652-959-533

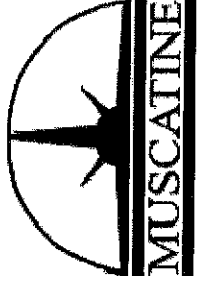
AGENDA

1. Call to Order
2. Approval of Minutes from August 2020
3. Financial Report
4. Director's Report
5. 2020-2022 GMCCI Tourism & Marketing Proposal
6. Adjournment

General Ledger

Expense vs Budget

User: lmcourtough
 Printed: 9/18/2020 - 12:16 PM
 Period: 02, 2021
 Fiscal Year: 2021
 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	300.00	0.00	0.00	300.00	0.00	300.00	100.00
5821-55-5821-52860		Sign Materials							
5821-55-5821-52860		Sign Materials	2,200.00	0.00	0.00	2,200.00	0.00	2,200.00	100.00
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	0.00	100.00	0.00	100.00	100.00
5821-55-5821-62370		Misc Printing Services							
5821-55-5821-62370		Misc Printing Services	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
5821-55-5821-62470		Other Non-Employees Services							
8/4/2020 AP 2		4 August 2020		5,625.00	DR Clk: 34929	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	5,623.00	11,250.00	56,250.00	0.00	56,250.00	83.33
5821-55-5821-64120	Actual Travel Expenses							
5821-55-5821-64120	Actual Travel Expenses	2,400.00	0.00	0.00	2,400.00	0.00	2,400.00	100.00
5821-55-5821-64200	Registrations	800.00	0.00	0.00	800.00	0.00	800.00	100.00
5821-55-5821-64400	Meals	300.00	0.00	0.00	300.00	0.00	300.00	100.00
5821-55-5821-64500	Mileage	800.00	0.00	0.00	800.00	0.00	800.00	100.00
5821-55-5821-65100	Advertising, Pub, & Marketing	47,500.00	0.00	0.00	47,500.00	7,100.00	40,400.00	85.05
5821-55-5821-66100	Liability Insurance	400.00	0.00	0.00	400.00	0.00	400.00	100.00
5821-55-5821-69200	Postage And Freight	800.00	0.00	0.00	800.00	0.00	800.00	100.00
5821-55-5821-69400	Dues And Memberships	700.00	0.00	0.00	700.00	0.00	700.00	100.00
5821-55-5821-90300	Administrative Transfer	3,800.00	0.00	0.00	3,800.00	0.00	3,800.00	100.00
5821	CONVENTION & VISITORS BUREAU	132,000.00	5,623.00	11,250.00	120,750.00	7,100.00	113,650.00	86.10

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5821	CONVENTION & VISITORS BUREAU	132,000.00	5,625.00	11,250.00	120,750.00	7,100.00	113,650.00	86.10

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	132,000.00	5,625.00	11,250.00	120,750.00	7,100.00	113,650.00	86.10

Muscatine Convention & Visitors Bureau Advisory Board Meeting Minutes

August 19, 2020 @ 12:00 PM | Meeting held electronically via GoToMeeting

Meeting was called to order by Mary Wildermuth. Present were Jodi Hansen, Charlie Harper, Erik Reader, Bob Bahn, Melissa Osborne, Beth Johnson, and Mary Wildermuth. Not in attendance was Ann Meeker.

Minutes - Minutes from the July meeting were reviewed. Minutes approved with no changes. Bob moved for approval of minutes and Charlie seconded with all ayes.

Financial Report – Reviewed status of CVB financials. Bob moved for approval of financials and Beth seconded with all ayes. \$126,375.00 in the account with a budgeted amount of \$127,400.

Director's Report

- Website views Chicago and the Quad Cities.
- Received bid on Travel Iowa Coop Ads including Illinois County, Metro Holiday Combo, Our Iowa, Iowan Best of the Midwest, the Trailer Wrap and Digital Billboard.
- Conversations with Little Village folks regarding future services.
- Meeting with new Merrill Sales Director with discussion on collaborating options.
- 4 Itineraries being developed by McDaniels for Muscatine were attached in our meeting materials.
- Downtown tear off map has been printed and delivered.
- Meeting with the Muscatine Journal about the Holiday Stroll.
- Almost Friday Fest is happening on the 27th.
- Labor Day festivities in lieu of 4th of July have been cancelled.
- Website is easier for Jodi to amend and use.

Questions were asked about continuation of usual Fall Downtown Events and consideration of meeting in person again.

Meeting adjourned.

Meeting summary prepared by Mary Wildermuth.