

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

February 20, 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2nd St, Muscatine IA

Meeting was called to order by Mary Wildermuth. Present were Bob Bahn, Jodi Hansen, Greg Jenkins, and Beth Johnson; Cindy Tubandt and Mary Wildermuth joined via phone. Not present were Tony Loconsole and Melissa Osborne.

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

Financial Report – Reviewed status of CVB financials. No activities out of the norm to call attention to. Beth moved for approval of financials and Bob seconded with all ayes.

Director's Report

- The **2019 IA State Open Bowling Championships** continue through May 19; 5000 visitors expected to Muscatine during event weekends. Various discounts provided by local businesses for attendees. Greg & Jodi tracking information for economic impact review post-event.
- **Chinese musicians visit** and concerts complete. Jodi organized a bus tour of Muscatine. Decent turnout for 2/14 concert.
- Jodi attended both the **Iowa Tourism Conference** and **Iowa Legislative Showcase**. Good events to see what other Iowa CVBs are doing for their towns.
- Mention of **City Council budget meeting**. Presentations are done, waiting to hear of final budget. All in all went very well.
- March 6th is the **Eastern Iowa Tourism Association** meeting being hosted by Muscatine at the History and Industry Center. 60-75 people expected.
- **Hospitality meeting** on February 28th at the Rendezvous. Invitations to go out ASAP. Possible agenda item by Rich Klimes re: College Search Kickoff info.

McDaniels Marketing Report – Continued growth on FB and website likes/visits. Jodi did have a conversation with McDaniels to increase marketing efforts for the Des Moines/Ames area.

Future Agenda Items – Jodi to look into open meetings policy to ensure this agenda items is appropriate. Briefly discussed upcoming items on Jodi's to-do list, including visitor's guide review in April, video completion, and website refresh. Also for next agenda is to include a review of the terms and bylaws for the committee and its members.

Meeting adjourned on a motion by Greg and seconded by Bob.

Summary prepared by Beth Johnson.