

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

April 24, 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, Beth Johnson, Melissa Osborne and Mary Wildermuth. Not present were Tony Loconsole and Cindy Tubandt.

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. Discussion for clarity on Hotel/Motel tax and how it is budgeted and reported. No activities out of the norm to call attention to. Bob moved for approval of financials and Melissa seconded with all ayes.

Director's Report

- The **2019 IA State Open Bowling Championships** continue through May 19. Weekends thus far have been successful. Possible opportunity for a map to provide quickly outlining dining options for next year's women's event.
- Brief review of **recent and upcoming activities** – Girl's Getaway & Geneseo Bank Club went well; new event (Almost Friday Fest) on 4th Thursday ramping up for this summer
- The History and Industry Center hosted the **Eastern Iowa Tourism Association meeting**. Approx. 40 present. Positive feedback received from attendees.
- Jodi attended the quarterly **Iowa Destination Marketing meeting**. Discussed looking into including political candidate event bug on website to entice and showcase abilities for campaign activities in Muscatine, similar to Council Bluffs site.
- First draft of the **visitor's guide** is complete; Board to receive copy for review. Complete guide projected to print sometime in May.
- **Video production** is underway utilizing funds from Travel Iowa grant. Working with Nick Pieper to create 10 social media videos around town and to update existing 4 "commercial" videos. Videos must be complete by June per grant guidelines.
- Jodi provided examples of **Travel Iowa coop ad placements**; two more ads yet to run.

McDaniels Marketing Report – Continued growth on FB and website likes/visits. Question on why Social Engagement / Page Likes is listed as "null" – Jodi to reach out.

Future Agenda Items – Future agenda items requested by the board should be emailed to Jodi by Monday before scheduled meeting; this allows agenda to be amended and posted within 24 hours of meeting. Visitor's Guide review will happen next month.

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

Summary prepared by Beth Johnson.