

# Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

January 23, 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2<sup>nd</sup> St, Muscatine IA

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

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

**Financial Report** – Reviewed status of CVB financials. Reports now provided to show month ending prior to current meeting (ie: report showed expenses as of December 31 for January meeting). Short discussion regarding the upcoming budget meeting set for January 31 and conversation on who could attend for CVB representation. Tony moved for approval of financials and Beth seconded with all ayes.

## Director's Report

- The **2019 IA State Open Bowling Championships** are headed to Muscatine on weekends from February 2 – May 19. Jodi working with Chamber Ambassadors to provide assistance and answer questions for attendees.
- The **Big River Magazine** ran an article re: the Muscatine/China connection in its Jan/Feb issue. This article has the potential to also run in *The Iowan* and the *Byways Journal*.
- Work continues on preparations for the **Girls Getaway weekend** – this is the 10<sup>th</sup> anniversary.
- Nick Pieper is refreshing/creating a series of **videos highlighting Muscatine** (grant-funded).
- **Iowa Tourism Conference** is in February as is the **Iowa Legislative Showcase** – Jodi to attend both.
- **Eagles and Ivories** starts January 24<sup>th</sup>; welcome bags delivered to Merrill for musicians.
- Monthly digital **marketing report from McDaniels** provided. Facebook and website likes/visits continue to grow. Discussion around **Des Moines/Ames market being #10** on the Geographic breakdown. Board suggested conversation with McDaniels to boost their status based on proximity to Muscatine, Jodi to follow up.
- **Hospitality meeting** slated for late February at the Rendezvous with Cindy Carver – more info to come.

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

*Summary prepared by Beth Johnson.*