

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

May 22, 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2nd St, Muscatine IA

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

Minutes - Minutes from the April meeting were reviewed. Minutes approved with no changes. Beth moved for approval of minutes and Melissa seconded with all ayes.

McDaniels Marketing Presentation – Randy McDaniels of McDaniels Marketing was present to present the 2019/2020 marketing proposal. Highlights from that discussion include:

- McDaniels recommendation to continue with a digital focus
- Advertising will continue to center around activities and events
- Facebook performance is outstanding, with well below industry average CPC (cost per click) expense and above industry average CTR (click through rate).
- Similarly, Google performance exceeds travel industry benchmarks in both CPC and CTR.
- Elevate and maintain the natural highlight we have by being on the Mississippi
- Discussion around how to “fill the donut hole” in targeted marketing, meaning how to market to in-town people and the importance of doing so.
- Discussed pros and cons of FB events vs. ads
- Consideration for exposing ads more locally; targeted digital approach often excludes reaching local residents and influx of workforce during the week
- Recommendation to be included in the Sports Planning Guide
- Suggestion for new website build to ensure marketing is driving back to a well-developed site
- Proposal for newsletter redesign to incorporate new branding and establish visual hierarchy
- Proposal for co-op campaign with CVB and Merrill Hotel in Midwest Meetings magazine

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

Summary prepared by Beth Johnson.