

# Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

June 28, 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 Jodi Hansen, Greg Jenkins, Melissa Osborne, Bob Bahn and Mary Wildermuth. Not present were Beth Johnson, Tony Loconsole and Cindy Tubandt.

**Minutes** - Minutes from the May 22, 2019 meeting were reviewed. Minutes approved with a date change stating December minutes which should have said April. Bob Bahn moved for approval of minutes and Melissa Osborne seconded with all ayes.

**Financial Report**- The May report was approved on a motion by Bob Bahn and seconded by Melissa Osborne.

The date of publication of the Visitors Guide was discussed. Melissa Osborne would like it to appear in January or February so that planners can have access to the newest publication at the beginning of the year. Melissa indicated we had lost advertisers due to the later publication date. Greg Jenkins asked that those advertisers be referred to him. Jodi indicated that the current publication schedule follows past practice. Melissa having worked with other CVB's and Ames in particular would like to have it printed sooner. It appears that nothing changes a lot and that having access to the older version is not hindering planners.

The Downtown Brochure was discussed with Melissa wondering when it would be available since Second street will again be under construction. The CVB will not be publishing something just for the downtown so there is a question as to how it will be paid for. Mary Wildermuth is working with Dena Ferreira to finalize a final draft copy. A meeting will be convened after the 4<sup>th</sup> of July to discuss how it will be paid for, how many copies and for whom it is intended. It was suggested that Best Practices be used in setting dates for the Visitors Guide and developing the brochure.

Jodi provided an overview of the website visits, facebook likes, visitors guides distributed, and videos completed. Jodi is working with Jodi Royal Goodwin to bring the American Planning Association of Cities Chapter to Muscatine for their annual conference. In September the Iowa County Conservation Conference will be held at the Merrill.

Jodi attended tour guide training on June 13, 2019 and will receive certification in August based on a practice tour.

The COOP Ads through Martha Stewart Living and Midwest Living brought over 176 requests for Visitors Guides.

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

Meeting summary prepared by Mary Wildermuth