

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

July 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, Beth Johnson, Melissa Osborne, Cindy Tubandt, and Mary Wildermuth. Not present were Charlie Harper and Greg Jenkins.

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

Financial Report – Reviewed status of CVB financials. New fiscal year starts.

Director's Report

- Of the 5000 **visitors guides** printed, there are approximately 2000 left.
- Jodi attended the **Muscatine County Fair** and had a table to promote Muscatine to fair attendees.
- Civic Plus has been paid and we're waiting to be assigned a designer to start work on the **website refresh project**. Jodi invited committee members to be on that team; example sites to be sent. Estimated 20 weeks of work after designer is assigned.
- Brief review of **upcoming activities** – Polk County Conservation in August, Seniors on the Move and IA Conservation conference in September, a tour in October, and a Raymond tour (unknown date).
- Continued work with Merrill and Jodi Royal Goodwin for proposal to host **American Planning Association of Cities** Chapter to Muscatine in fall 2021; find out this fall if proposal is won.
- **Video production** is complete and Travel Iowa grant is closed. Videos to be used in ads and live on website. Jodi exploring option with McDaniels to develop YouTube channel.
- College Search Kickoff starts this upcoming weekend (Weekend of 7/27). Jodi and Chamber Ambassadors to be at complex for attendee assistance. Email to coaches and teams re: Almost Friday event being sent; requested image of Almost Friday JPG to be sent to hospitality, stores, and attractions.

McDaniels Marketing Report – Contract for new FY approved. Discussion re: using videos as commercials in select markets.

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

Summary prepared by Beth Johnson.