

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

September 18, 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, Charlie Harper, Greg Jenkins, Beth Johnson, Melissa Osborne, and Mary Wildermuth. Not present was Cindy Tubandt.

Minutes - Minutes from the July 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. Report approved. Bob moved for approval of financials and Charlie seconded with all ayes.

Director's Report

- **Website views** continue to be strong.
- Brief review of **upcoming activities** – Polk County Conservation, Seniors on the Move complete. IA Conservation conference occurring soon. Senior tour and Raymond group in October.
- Some discussion on attendance issues for **College Search Kickoff** going forward based on new facility in Minnesota. Event this year went very well.
- 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.
- Preparation beginning for upcoming **bowling tournament** (mixed). Women's tournament starts early 2020. Discussion on how to make attendees feel welcome – banners coming into town, get businesses involved. Charlie recommended leveraging in-town marquees as well.
- **Video production** is complete and are currently being used on social media. Viewed a few of the videos (10 “did you know”; 4 seasonal/”why Muscatine”; 2 others that were not edited).
- Jodi to explore building and managing **YouTube channel**; McDaniels can do it, but it is expensive.
- Civic Plus **website refresh** underway. Meeting with Civic Plus team, Jodi and Beth to walk through site examples. Should have images, architecture and mood board in upcoming weeks to share. Estimated to be complete around the first of the year.

McDaniels Marketing Report – Reviewed activity from previous two months.

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

Summary prepared by Beth Johnson.