

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

October 23 2019 @ 12:00 PM | Muscatine CVB Office - 100 W 2nd St, Muscatine IA

Attending: Melissa, Charlie, Ann, Mary, Greg, Jodi

Approval of Minutes from September 2019 – Motion: Jenkins, Second: Osborn

Passed 5 – 0

- Financial Reviews

General Ledger: Shows (30,009.50) – why?

Action: Jodi will find out why, general ledger shows (30,009.50) why?

Uncollected balance \$85,140.50

- Directors Report

Website-month-7,310 visitors

11,213 page views

1300 vg-left (approx..)

Tour group from Braddyville, Iowa here Oct 25 & 26 Jodi coordinated the 2nd day tour after celebration belle-Discovery Park and Old Barn. They are looking at coming back to Muscatine over 4th of July weekend

Helped with the water tower video contest by providing video and assisting in shooting at deep lakes-we won contest

Set up YouTube channel-will upload videos

State mixed bowling tournament here starting this weekend-Nov 10. Will take visitors guides

“It’s how you get there” T.V. show-explored possibility-\$40,000

Website re-design in on track—have a meeting tomorrow

Meeting with the Merrill tomorrow. Will meet with Hostmark marketing and sales-discussing upcoming events-assist in promoting

Working on holiday open house-Nov 17

Paula sands next Friday-will be promoting film fest, hoh, holiday stroll and maybe e&I

Shanghai symphony will be here in Jan.-no further details.

McDaniel’s Marketing going to make a pitch to Merrill – Jenkins asked this proposal to be sent to Board if we are going to propose it.

- Put Biking on agenda for next month
- Reviewed McDaniel’s report