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**6/24 CVB Meeting**

**Wed, Jun 24, 2020 12:00 PM - 1:00 PM (CDT)**

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## **Muscatine Convention and Visitors Bureau Advisory Board Meeting**

**Wednesday, June 24, 2020**

**12:00 PM - 1:00 PM (CDT)**

1. Call to Order
2. Approval of Minutes from May 2020
3. Financial Report
4. Director's Report
5. Adjournment

# General Ledger

## Expense vs Budget

User: Jmccullough  
 Printed: 6/17/2020 - 3:07 PM  
 Period: 11, 2020  
 Fiscal Year: 2020  
 JE Number: 0



City of  
**MUSCATINE**

City Hall  
 215 Sycamore St  
 Muscatine, Iowa www.muscatineiowa.gov  
 52761 (563) 264-1550

Account Number	FP JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821		CONVENTION & VISITORS BUREAU							
5821		CONVENTION & VISITORS BUREAU							
5821-55-5821-51100		General Office Supplies							
5821-55-5821-51100		General Office Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-52600		Food							
5821-55-5821-52600		Food	500.00	0.00	290.65	209.35	0.00	209.35	41.87
5821-55-5821-52860		Sign Materials							
5821-55-5821-52860		Sign Materials	2,000.00	0.00	20.33	1,979.67	0.00	1,979.67	98.98
5821-55-5821-52890		Misc Operating Supplies							
5821-55-5821-52890		Misc Operating Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
5821-55-5821-61120		Auditing Fees							
5821-55-5821-61120		Auditing Fees	100.00	0.00	95.00	5.00	0.00	5.00	5.00
5821-55-5821-62370		Misc Printing Services							
5821-55-5821-62370		Misc Printing Services	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
5821-55-5821-62470		Other Non-Employees Services							
5/1/2020	AP 11	15 May 2020		5,625.00	DR Ck: 33675	MUSCATINE CHAMBER OF COMMERCE			

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821-55-5821-62470	Other Non-Employees Services	67,500.00	5,625.00	61,875.00	5,625.00	0.00	5,625.00	8.33
5821-55-5821-64120	Actual Travel Expenses							
5821-55-5821-64120	Actual Travel Expenses	2,400.00	0.00	404.04	1,995.96	0.00	1,995.96	83.17
5821-55-5821-64200	Registrations							
5821-55-5821-64200	Registrations	800.00	0.00	714.15	85.85	0.00	85.85	10.73
5821-55-5821-64400	Meals							
5821-55-5821-64400	Meals	300.00	0.00	76.41	223.59	0.00	223.59	74.53
5821-55-5821-64500	Mileage							
5821-55-5821-64500	Mileage	800.00	0.00	677.04	122.96	0.00	122.96	15.37
5821-55-5821-65100	Advertising, Pub, & Marketing							
5/19/2020 AP 11	57 Facebook - Advertising		286.71 DR	Ck: 33866				
5/19/2020 AP 11	57 Google - Advertising		370.44 DR	Ck: 33866				
5/19/2020 AP 11	66 Marketing		125.00 DR	Ck: 33940				
5821-55-5821-65100	Advertising, Pub, & Marketing	45,000.00	782.15	22,364.83	22,635.17	0.00	22,635.17	50.30
5821-55-5821-66100	Liability Insurance							
5821-55-5821-66100	Liability Insurance	400.00	0.00	433.00	-33.00	0.00	-33.00	-8.25
5821-55-5821-69200	Postage And Freight							
5821-55-5821-69200	Postage And Freight	800.00	0.00	252.05	547.95	0.00	547.95	68.49
5821-55-5821-69400	Dues And Memberships							
5821-55-5821-69400	Dues And Memberships	700.00	0.00	415.00	285.00	0.00	285.00	40.71
5821-55-5821-90300	Administrative Transfer							
5821-55-5821-90300	Administrative Transfer	3,700.00	0.00	2,775.00	925.00	0.00	925.00	25.00

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
5821	CONVENTION & VISITORS BUREAU	127,400.00	6,407.15	90,392.50	37,007.50	0.00	37,007.50	29.05
5821	CONVENTION & VISITORS BUREAU	127,400.00	6,407.15	90,392.50	37,007.50	0.00	37,007.50	29.05

Account Number	FP JE Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
	Report Totals:	127,400.00	6,407.15	90,392.50	37,007.50	0.00	37,007.50	29.05

## Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

May 20, 2020 @ 12:00 PM | Meeting held electronically via Go To Meeting

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Meeting was called to order by Mary Wildermuth. Present were Bob Bahn, Jodi Hansen, Charlie Harper, Beth Johnson, Melissa Osborne, Erik Reader, and Mary Wildermuth. Not present: Ann Meeker.

**Minutes** – Minutes from the previous meeting were reviewed. Minutes approved with no changes. Beth moved for approval of minutes and Bob seconded with all ayes.

**Financial Report** – \$43k available for this year through June. Whatever money we don't spend, we will bank. City is estimating a \$175k loss in hotel/motel tax revenue for current FY; \$125k loss for next FY. Currently also have a CVB "fund balance" of in excess of \$100k. Bob moved for approval of financials and Melissa seconded with all ayes.

### Director's Report

- New CVB **website launched** yesterday 5/19. Minor cosmetic tweaks expected, but all in all complete. Another training session next week for Jodi to learn new modules.
- **IDMA (Iowa Destination Mgmt Association) weekly calls** continue – participants took a survey for the loss of H/M tax and how to overcome; sending letter to governor for inquiry on available support. Collective mktg campaign being discussed – landing page for the state, then landing pages by city. Expecting that people will be looking for closer "adventures" available within driving distance. Jodi to gather more info on upcoming call and will share.
- **Travel Iowa weekly calls** – different theme each week. Launching gift card marketplace for people on Travel Iowa website. Jodi shared with Muscatine hospo group; it's up to each business to fill out info and return.
- Exploring next **CVB guide**. Would like it ready by start of 2021.
- New marketing person on board at **The Merrill** – upcoming meeting with them.
- One of **July tours has cancelled**, but others are still on.
- **Girls Getaway** – October 31; mktg efforts to start in the summer.

### McDaniels Report

Current challenge is that we don't have any events to market at this moment. Discussed having the funds set aside for digital marketing for remainder of contract replaced with itinerary development (so not additional spend, but a redirect of existing spend). No issue in shifting funds from the city's perspective. Le Claire has done a similar exercise. Board approved moving forward with proposal.

Meeting adjourned at 12:44 PM

*Meeting summary prepared by Beth Johnson*