

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

January 29, 2020 @ 12:00 PM | Muscatine CVB Office - 100 W 2nd St, Muscatine IA

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

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

Financial Report – Reviewed status of CVB financials. Charlie moved for approval of financials and Bob seconded with all ayes.

Director's Report

- Website numbers remain good. Chicago visits to the site continue to be strong.
- Jodi attended the Destination Marketing Meeting and heard advocacy of making RAGBRAI more beneficial to all communities.
- The Eastern Iowa Tourism Meeting was held this month at The Merrill.
- The budget will be reviewed on February 6, 2020 at 5:30 pm at the lower level of City Hall.
- Eagles and Ivories thanked the CVB for support of the event.
- Coming this week is the Shanghai Orchestra and Dance Troupe. This is year 5 for the Chinese event in Muscatine.
- The website design is ready to be approved
- Jodi and Melanie Alexander are working on holding the Iowa Museum Association Meeting in Muscatine in 2022.

McDaniels Marketing Report

Average cost per click went up a bit but is still well within the benchmark. It was 28 cents while the industry standard is 63 cents.

Melissa asked what the budget amount was for marketing with The Merrill and thought it was too high. The number can be adjusted. The Merrill has a significant marketing budget now compared to in the past.

CVB/City Agreement

Erik Reader has spoken with the city regarding the CVB/City Agreement and would like to fashion the next agreement similar to that used in Burlington. The Agreement will be reviewed after budget season is over.

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

Meeting summary prepared by Mary Wildermuth.