

# Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

April 15, 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, Erik Reader, and Mary Wildermuth.

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

**Financial Report** – Spend YTD and detailed expenditures provided. CVB has \$53k available. McDaniels activity/spend is temporarily paused due to COVID-19. Paused McDaniels activity temporarily due to COVID-19. Called out that 58% of the Advertising budget is left, which should be spent before the end of June. Bob moved for approval of financials and Beth seconded with all ayes.

**Director's Report** – The report encompasses activities from the end of January through March.

- In conjunction with the Art Center, Muscatine was awarded the **2022 Museum Conference**.
- The **Chinese Orchestra, Opera and Dance Troupe** was once again an auditorium filler at the Muscatine High School Auditorium. Approx. 150 here from China.
- Jodi discussed the TV Show **“Beyond Your Backyard with Eric the Travel Guide”** again. Comes with a large expense (\$25,000) but also gives a lot of exposure and a podcast opportunity.
- Jodi recently participated in **Grant Elementary's career day**
- A recent **Hospitality Meeting** was held at the Art Center with 15 attendees. Jodi reported good conversation and interaction.
- The **State Bowling Tournament** was here for two weeks but ultimately was cancelled due to COVID-19. Promotions for bowlers were in place for discounts; visitor's guide and maps provided at bowling alley.
- 500 copies of the **Stroll through Old Muscatine booklets** have been gone through, and approx. 500 more were reprinted.
- Due to COVID-19, **Girl's Getaway has been postponed until October 31** – will pick up planning when able to do so. Jodi talked to a few bus groups who may be able to attend on this date.
- Jodi attended a few **meetings and events** - Travel IA conference in DSM in early March, Eastern IA Tourism Meeting, and legislature roundtable meeting at the state capital.
- Erik and Jodi met with GM at **The Merrill to discuss possible events** in the future. Looking at different signature events that CVB can collaborate with Merrill and/or other organizations.
- Van tour for bank tour guide – for future visit for group
- While the **CVB website is ready to roll out**, decision has been made to postpone launch in order to optimize timing.
- Jodi participating in weekly **IA Destination Marketing Alliance conference calls** to collaborate on what to do as CVB in current situation. Provides a good exchange on what everyone's doing.
- Chamber reached out to chamber members to get input on what they're going through. **GIFT CARD BUY-IN?** Reached out to all the hotels about the different programs available in COVID-19 options.
- **Melon City Criterium** is cancelled due to COVID-10
- Jodi working on tour bookings - **6 tours booked for July**, potentially another one to add

- Next fiscal year **budget submitted**, presentation to City Council this Thursday (April 16<sup>th</sup>) via virtual hearing.
- Facebook and website **metrics staying consistent**.

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

*Meeting summary prepared by Beth Johnson*