

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

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

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