

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

June 24, 2020 @ 12:00 PM | Meeting held electronically via Go To Meeting

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

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

Financial Report – Generally low expenditure due to no travel, low printing needs/cost. McDaniels expenses shifting to itinerary development rather than ads and social media promotion.

Estimating \$22k remaining in this budget year at the end, plus previous year's carryover amount of ~\$140k. Was mentioned again that the city is estimating a \$175k loss in hotel/motel tax revenue for current FY; \$125k loss for next FY. Possibly will use funds to help reignite and stimulate travel and tourism in Muscatine post-COVID – definite areas of strategic growth where funding could be beneficial. This in turn helps get the hotel/motel tax increase.

Beth moved for approval of financials and Charlie seconded with all ayes.

Director's Report

- **Website analytics:** 6k visitors, 12k page views. While travel is down to correlate with that drop, it's also because we're not doing the marketing to drive traffic to the website; shows that targeted marketing is beneficial.
- Jodi participated in additional CVB **website training** to learn more on formatting, ADA compliance, etc.
- **IDMA (Iowa Destination Mgmt Association) calls** continue – now at e/o week. Did move forward with the Bronze level of the "Post COVID" marketing initiative previously discussed. Hoping for that activity to start in July.
- Meeting with management team at **The Merrill** – discussed ways to partner and how CVB can help. Ideas included a **riverfront sign** targeted at boaters to draw them into town/wayfinding, and helping get Contrary on the QC Ale Trail app.
- Unfortunately, all previously booked **summer tours have cancelled** as of now. Jodi will touch base to reschedule later this year or shift to next year.
- Plenty of activities on the **online calendar** that are still happening – Girls Getaway, Farmers Market, Almost Friday Fest, Ardon Creek concert series...
- A few **Baseball/softball tournaments** still occurring. 65 teams coming this weekend, Jodi in touch with organizer for assistance and recommendations.
- According to the Parks and rec schedule, **College Search Kickoff** is cancelled
- Visitor itinerary work with McDaniels is underway – in town today (6/24) for photos, video
- **Downtown Map/business listing** still in the works.

Meeting adjourned at 12:30 PM

Meeting summary prepared by Beth Johnson