

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

July 22, 2020 @ 12:00 PM | Meeting held electronically via GoTo Meeting

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

Minutes - Minutes from the June meeting were reviewed. Minutes approved with no changes. Ann moved for approval of minutes and Erik seconded with all ayes.

Financial Report – Reviewed status of CVB financials. Erik moved for approval of financials and Ann seconded with all ayes. \$177, 172.54 in the account with a budgeted amount of \$127,400 and \$21,632 unspent or encumbered.

Director's Report

- Website views from Muscatine, Unknown (biggest), Davenport and Chicago.
- Meeting with new Merrill Sales Director with discussion on collaborating options.
- 4 Itineraries being developed by McDaniels (Outdoors, Buttons, Burgers, Birds, Art, Antiques and Architecture and Golf???)
- Downtown tear off map being printed (1500 copies)
- Looking at Creative Services at Little Village of Iowa City
- McDaniels is looking at future ideas for us.
- Softball Tournaments have been happening here with mostly Illinois Organizers
- Contrary Brewing is on the Ale Trail now with a mobile and web app.
- Travel Iowa has sent travel writers for write-ups on Cherry Top and AAA magazine
- Big River Magazine is working on a feature about Native American Indians
- Travel Iowa Coop Package being bid on for \$10,300 including Illinois Country, Big Metro Holiday, Iowa Lifestyle Combo, Weekend Getaway, Digital Billboard and a Trailer Wrap on a truck as well as Influencer Marketing. Approved by consensus.

Meeting adjourned.

Meeting summary prepared by Mary Wildermuth.