

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

August 19, 2020 @ 12:00 PM | Meeting held electronically via GoTo Meeting

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

Minutes - Minutes from the July 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. Bob moved for approval of financials and Beth seconded with all ayes. \$126,375.00 in the account with a budgeted amount of \$127,400.

Director's Report

- Website views Chicago and the Quad Cities.
- Received bid on Travel Iowa Coop Ads including Illinois County, Metro Holiday Combo, Our Iowa, Iowan Best of the Midwest, the Trialer Wrap and Digital Billboard.
- Conversations with Little Village folks regarding future services.
- Meeting with new Merrill Sales Director with discussion on collaborating options.
- 4 Itineraries being developed by McDaniels for Muscatine were attached in our meeting materials.
- Downtown tear off map has been printed and delivered.
- Meeting with the Muscatine Journal about the Holiday Stroll.
- Almost Friday Fest is happening on the 27th.
- Labor Day festivities in lieu of 4th of July have been cancelled.
- Website is easier for Jodi to amend and use.

Questions were asked about continuation of usual Fall Downtown Events and consideration of meeting in person again.

Meeting adjourned.

Meeting summary prepared by Mary Wildermuth.