



Western Iowa Tourism Region Meeting Agenda July 27, 2016 • Kings' Pointe, Storm Lake

Call to order: The meeting was called to order by Past President Kathy Dirks at 10:30 a.m.

Welcome: Kathy introduced Mayor Jon Kruse who told us that Kings' Pointe was the city's first step into tourism and they continue to grow with events and attractions. Their top three events are Wood, Wine & Blues, Star Spangled Spectacular; and Lake Fest. A unique aspect is their Parade of Nations as their community hosts 30 different cultures with 20 different languages. They have been working for 15 years to get the lake off the impaired waterways list and are making progress and own their own dredge. The community continues to grow through their local option sales tax and hotel/motel tax.

Approval of Agenda: Pat Fleshner moved to approve with Becky Fear-Hatting seconding. Motion carried.

Approval of Feb. 2016 Meeting Minutes: Michele Ertz moved to approve with James Kessler seconding. Motion carried.

Financial Report: Freda Dammann presented the financials and asked for questions. Pat Hume moved to approve with Michele Ertz seconding. Motion carried.

New Board Member: Kathy introduced Andy Milam as our new board member. Andy is the Marketing & PR Coordinator for the Shrine of the Grotto of Redemption in West Bend. Andy will be filling out the term vacated by Jill Toft who recently took a job outside the tourism industry.

Taskforces:

Membership: Pat Hume reported that we have had five new members since the last meeting. She encouraged everyone to seek new members. Shonna is currently updating the Membership brochures.

Advertising : Shonna Hynick reported that we made 500,000 copies of the insert this year and it also included an online ad for each advertiser. The Omaha World Herald goes out several times in the Omaha area during June, July & August. These ads are also carried online and the World Herald reported that they have 45 million page views over the summer. We are in the midst of evaluating our advertising pieces so more information will be forthcoming.

Travel Federation of Iowa: Andy Milam reported that he is taking signups today for District Leaders, so anyone interested, can see him. The District Leaders job description is at the signup table and there will be an advocacy training at the September 21st meeting in Algona.

2017 Legislative Showcase: No official date has been set yet, but we are checking on Jan. 31st. It is the 5th Tuesday in January and so far there are no other activities that evening. We will let everyone know when the Iowa State Fair has confirmed the date.

Tourism Industry Survey: This will be coming out soon so please take a few minutes to identify the issues for the next Legislative Session.

Special Projects: Shirley reported that only five people had responded to the Survey Monkey regarding photography and if photography was needed in members' communities. Some indicated that they had

missed the survey so we will send the survey out again and hopefully get a better response. Besides **Photography** for the region, we will be working on **itineraries** across the region. **Our other program is Customer Relations/Hospitality Training.** Using CITR's model, we hope to have workshops in ten different locations throughout the region. If anyone is interested in hosting this training, please let Shirley know soon.

State Tourism Office Report: Amy Zeigler introduced **Katie Titus** who is the new employee at the Underwood Welcome Center. Katie will be traveling the region, familiarizing herself with the attractions, communities and events and will be blogging, taking photos and using social media.

Enhance Iowa grant applications are due Sept. 15th. The Governor is still taking applications for the Enhance Iowa Board so if you're interested, you need to submit your name on the Governor's website. There are still some **cooperative advertising** opportunities available.

150 grant applications were submitted this year. They are in the process of being reviewed. The reviewers will meet on Aug. 22nd with the announcement on Aug. 29th.

There is currently a **second round of Sports Authority Grants** and they are due Aug. 3rd. CVB's are the only eligible applicants for this.

The **Partnership Manager position** interview process is underway and they hope to have an announcement very soon.

Debi Durham is still touring and will be in Harrison County on Friday and next week in Central Iowa.

Registration for the 2016 Iowa Tourism Conference is underway at TravelIowa.com/conference.

Award nominations are also being taken and they are due Aug. 26th at 4 p.m. For more information, go to www.traveliowa.com/UserDocs/ITC16_Award_guidelines.pdf.

Tourism Conference Scholarships: Kathy reminded everyone that there are 10 scholarships available to attend the Conference. To obtain a scholarship application, contact Shirley or Shonna soon as they are due Aug. 6 at noon to the Region office.

Adjourn: Andy Milam moved to adjourn with Josee Beier seconding. Meeting adjourned.

Respectfully Submitted:
Shirley Phillips

Iowa Group Travel Meeting: Charlene Selbee, President of IGTA conducted the meeting.

Introductions were made before lunch.

Our Speakers included Jason Hohn from Iowa Alcoholic Beverage Division and Stacy Kluesner from the Iowa Restaurant Association.