

Western Iowa Tourism Region Meeting Minutes Sept. 20, 2017 • Manning Hausbarn Conference Center

Call to order: The meeting was called to order by Vice President Freda Dammann at 10:30 a.m. as she introduced Mayor Harvey Dales who provided the welcome. He reminded us all that tourism is just part of the puzzle and communities need all pieces of the puzzle to be successful.

Vice President Dammann went over the **contents of the packets:** Today's agenda, the 2017-18 meeting schedule on the back, Minutes from the Clarinda Meeting, Financial Report, Tourism Conference information, Iowa Grants Information, District Leader information & signup sheet, Employer Educator Summit, Country School Preservation Conference in Sheldon, and an evaluation form for the speaker.

Approval of the agenda: James Kessler moved to approve the agenda with Lisa Riggs seconding the motion. Motion carried.

Approval of the July 2017 Meeting Minutes: Lana White moved to approve with Kenner Baxter seconding the motion. Motion carried.

Financial Report: Andy Milam presented the report stating that we started the year off with the regular expenses noting that our state income has been reduced to \$105,600 this year. 27 of the 36 counties have paid their dues so far this year and private memberships have also arrived. Each member is billed on their anniversary date.

Our annual review has been completed by Gronweld, Bell & Khyne and has been submitted to the state office.

Kathy Dirks moved to approve the report with Becky Hatting seconding. Motion carried.

State Tourism Office Report: Vice President Dammann introduced Nicole Shalla from the state tourism office.

- The Iowa Tourism Conference is Oct. 25 - 27 in Sioux City at the Convention Center - early registration ends tomorrow, Sept. 21st. Please consider contributing to the Silent Auction. You can register online at TravelIowa.com/conference.
- Amy Zeigler has completed a new microsite within the state website that should enable our partners to find information easier.
- Many of the marketing cooperative programs have gone to press and they are all changed as well.
- This is Main Street Iowa's Restaurant Week so look for promotional social media on this.
- Videos have been completed with the theme of "Made in Iowa."

Tourism Grant Program: Nicole went on to provide some guidance.

- The application form is new this year - Jot Form - no more lowagrants.gov
- Projects need to be spent within the state's fiscal year - July to June
- Each organization is limited to one application
- They are desperate for reviewers if you want to volunteer. It's a great learning experience. Reviewing is done online with one meeting in Des Moines.
- They have granted partial awards in the past, depending upon the available funding
- Award range is between \$500 and \$5,000.
- 25% cash match is required and they need a letter outlining the cash match from the appropriate donor

- The same project cannot receive funding two years in a row.
- Marketing initiatives are funded - advertising, print, TV, social media, etc.
- Events are also funded.
- Deadline for applications is October 2, 2017

Enhance Iowa

- These projects need to have at least 80 - 85% local funding already raised
- Next deadline is Oct. 16th however they already have requests for more than funds available now.
- Awards are capped at \$1 million each
- Cash contributions must come from your city, county and private sources to indicate community buy in.
- The Enhance Iowa board is made up of volunteers appointed by the Governor: 2 representatives from each congressional district, 3 at large and 4 non voting members from the House and Senate
- New board members are needed in the spring
- Go to the new micosite and click on Grants, it also helps direct you to other funding sources in the state

2017 Iowa Tourism Conference Information is in the packet with hotel information, the fact that Sioux City and Western Iowa are the hosts for this event and early registration ends tomorrow.

Iowa Tourism Conference Scholarships: Shirley Phillips announced the ten recipients of the 2017 Scholarships. There are 10 recipients and one alternate. She reminded the recipients that this is a reimbursable grant and they need to keep receipts for lodging & meals.

Travel Federation of Iowa Report: Freda introduced Andy Milam who reiterated how important it was to take advantage of this last fall conference.

- The next conference will be in Feb. of 2019 at Prairie Meadows in Altoona.
- He talked about the impact of Tourism in Iowa and how it is important for small venues.
- He addressed the District leader signup sheet in the packet and how to get involved with your legislator.
- He also thanked everyone who participated in the TFI survey to identify the issues for the coming year.

Vice President Dammann thanked Andy and encouraged involvement with the legislators.

Employer- Educator Summit: Shirley explained the handout in the packet about the upcoming Summit and why it is important to our industry.

Country School Conference will be held in Sheldon on Oct. 6 & 7 and there is information in the packet regarding this as well.

Clay County Fair: Shirley thanked everyone who worked the booth at the 2017 Clay County Fair. It was a learning experience for some. She also thanked the Clay County Fair and Spencer Chamber of Commerce for partnering with us. A special thanks to Becky Hatting for her assistance.

Our next meeting will be Wed., Feb. 21, 2018 at the Boulders Conference Center in Denison. We may have another training sandwiched in between our meetings and if so, you will be notified by email.

Introductions: Everyone introduced themselves and told two different media venues that work for their events or attractions.

Motion to adjourn: James Kessler moved to adjourn with Kathy Dirks seconding the motion. Meeting adjourned.

Following lunch, **our speaker** was Tammy Rogers, Co-Founder of the Meyvn Group who spoke to us about Board Effectiveness.

Respectfully submitted,
Shirley Phillips