

## **Western Iowa Tourism Region Annual Meeting Minutes June 22, 2016 • DeSoto Bend, Missouri Valley**

**Call the meeting to order:** President Kathy Dirks called the meeting to order at 10:40 am. and introduced Bob Thompson, Missouri Valley City Councilman, to give the welcome.

**Introductions:** Amy Zeigler from the Iowa Tourism Office was recognized and then everyone introduced themselves.

**Approval of Agenda:** Robert Mortensen moved to approve with Mervin Hoermann seconding the motion. Motion carried.

**Approval of June 2015 Annual Meeting Minutes:** Michele Ertz moved to approve with Pat Hume seconding . Motion carried.

**Financial Report:** Evan Blakley, Finance Officer, provided the report and drew attention to the fact that we had 35 of the 36 counties as members and we're working on the 36th. He thanked all the private members for their continued support. Contracted services show 262.71% because all of the Power of Travel registration money came to our region to be split between all three regions. A year end budget report will be provided at our July 27th meeting in Storm Lake. A review will again be conducted by Gronewold, Bell & Kyhnn of Atlantic and a full report will be ready Nov. 1st to send to the state tourism office. Any outstanding memberships or bills for the region should be paid before the end of this month.

With no questions on the report, Andy Milam moved to approve with Lisa Riggs seconding. Motion carried.

**State Tourism Office Report:** President Dirks welcomed Amy Zeigler to the podium. She reported that Colleen Murphy is leaving the state office for another position. New Welcome Center Managers/ Marketing liaisons will join the Iowa Tourism Office on July 5th - Katie Titus in Underwood and Nicole Yoder in Davis City. Their primary responsibility will be to travel Iowa collecting content for the state office. A few FY17 marketing co-op options are still available.

**Grant Information:** Enhance Iowa program will replace Vision Iowa and it is being organized with applications available at [openup.iowa.gov](http://openup.iowa.gov). The new board will oversee the CAT, RCAT and Sports Tourism grants although only CAT and Sports were funded in FY17. Iowa Tourism grants are due July 60th. About 40 applications were already submitted.

**Tourism Conference:** Oct. 19-21st in Bettendorf; Scholarships are now available, Tourism Award nominations can be submitted July 1 - Aug. 26.

**Region contracts:** FY17 contracts are in the works. IEDA took a \$400,000 budget cut for FY17 so the investment in the regions is status quo.

The staff is pulling lists from [traveliowa.com](http://traveliowa.com) for the Iowa Travel Guide on Aug. 1st so make sure your listings are updated and active before then.

**Taskforce Updates: Advertising** Shonna Hynick reported that there were 517,000 copies of the insert printed with thousands distributed to 33 newspapers in 7 states. There were 360,000

Omaha World Herald wraps printed and distributed in the Omaha area.

**Membership:** Pat Hume reported that it is everyone's responsibility to sell memberships.

**Travel Federation of Iowa:** Andy Milam reported that IEDA's budget was released as status quo and we were able to keep the regional tourism marketing funding uncapped in the standings bill at the end of the session. District Leader sign up will be this summer before the Tourism Conference and feel free to contact Shirley ahead of time.

**Election of Board Members and Officers:** Kathy Dirks reported there were three board positions open this year and one open term to fill. Erika Newton - Sioux City, Sarah Gomez - Midwest Partnership, and Julie Hering Kent are willing to serve another term. Freda Dammann of the Manning Hausbarn is willing to fill out the term until 2018. Officer nominations for a one year term were recommended:

Erika Newton - President

Evan Blakley - Vice President

Freda Dammann - Finance Officer

President Dirks asked for nominations from the floor. Hearing none, Lisa Riggs moved to accept the slate of board members and officers with Pat Fleshner seconding. Motion carried.

President Dirks then introduced the members of the Board of Directors and all the volunteers to be recognized for their service. She also thanked Shirley and Shonna for their service to the region.

**2016 Accomplishments:** Kathy called attention to the Annual Report for a recap of the 2016 Accomplishments and spoke about the Power of Travel Day and the Roger Brooks Destination Summit. She also mentioned our improved weekly communications.

**Leadership Initiative:** These members were recognized for their completion of the program: Josee Beier, Freda Dammann, LeRoy Dammann, Kathy Dirks, Annette Deakins, Michele Ertz, Becky Hatting, Julie Hering-Kent, Mervyn Hoermann, Nathan Houston, Patsy Hume, Kiana Johnson, Mike Kellner, Andy Milam, Glenda & Bob Mortensen, Erika Newton, Lisa Riggs, Jill Toft and Brenda Windmuller.

President Dirks then turned the meeting over to Erika Newton, incoming President, who presented Kathy with a gift. She also made a presentation on great things to see and do in Western Iowa.

With no further business, Jim Kessler moved to adjourn with Michele Ertz seconding. Motion carried. Meeting adjourned at 12:10 p.m.

Following lunch, Newton introduced our guest speaker, Brenda Clark Hamilton, who presented "Mentally Strong Leadership."

Wrapping up after the speaker, Newton thanked everyone for their participation over the past year and announced the silent auction winners.

