

# Iowa Tourism Town Hall Meeting

Wednesday, Feb. 21, 2018  
Boulders Conference Center  
2507 Boulders Drive  
Denison

## Western Iowa Tourism Region

### Schedule:

10:00 am Registration begins  
10:30 am Welcome & Meeting  
11:30 am Networking & Lunch  
12:30 pm Iowa Town Hall Meeting

April 25th & 26th will be the Roger Brooks Destination Development Summit in Manning. Roger has graciously offered to review any marketing materials ahead of time. **BRING YOUR MATERIALS TO THE MEETING IN DENISON** and we will send them to Roger before the April Summit. Where else can you get an offer like this? He will provide you with the constructive criticism you need to improve your marketing materials. And then he'll help us learn how to do our marketing on a miniscule budget.



## An invitation from Shawna Lode Iowa Tourism Office Manager

The Team at the Iowa Tourism Office values our partnership with you, our tourism industry partners. And each year we look forward to participating in a the town meeting that brings us together. As much as we appreciate this opportunity to share updates from the Iowa Tourism Office, we also want to make sure we hear from YOU. Please take some time before the town meeting to think about your answers to the questions below and come to the meeting prepared to share your thoughts. We want your input! Or, if you have questions for us, please bring them with you. If you're not able to attend the meeting, I welcome you to contact me anytime at [shawna.lode@iowaeda.com](mailto:shawna.lode@iowaeda.com) or 515-348-6255. We'll see you in Denison!

### Shawna

- Planning will begin soon for the Iowa Tourism Conference scheduled for February 6-8 in Altoona. What are your thoughts about the conference's primary components (i.e., Dine Around, silent auction, ratio of keynote to breakout speakers, exhibitor participation, etc.)? What components should be retained or reevaluated?
- What support can the Iowa tourism Office provide to strengthen your local media/blogger/influencer programs?
- This year the Iowa Tourism Office used Jotform as the digital tool to manage Iowa Tourism Grant applications, replacing iowagrants.gov. Were you pleased with this change? Are you aware of other grant application software we should consider exploring, or can you suggest other ideas to simplify the application process?
- Of the Iowa Tourism Office's research/data/studies, which do you most and least use? How do you use them? What other research products should we provide?

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Registration information is attached to this email. Please use the Registration form to send to [jane@visitwesterniowa.com](mailto:jane@visitwesterniowa.com). Questions: call Shirley 712-830-6768.