

Western Iowa Tourism Region Meeting
Aug. 1, 2018 • Corning

President Freda Dammann called the meeting to order at 10:33 a.m.

Welcome: Douglas Birt, Adams County Supervisor, and Mayor Janice Mercer Leonard both welcomed us to Corning with the following highlights: They have a full Main Street, attractions include Lake Icaria & Bender; the French Icarian Village, and although there are just 4,079 people in the county, they spend tax payers dollars to promote tourism.

Approval of Agenda: James Kessler moved to approve with Pat Fleshner seconding the motion. Motion carried.

Approval of April 2018 Minutes: James Kessler moved to approve with Kenner Baxter seconding the motion. Motion carried.

Financial Report: Kenner presented the report noting that this is our year end budget and we finished with a bit of a balance even though we invested in a truck wrap and completed itinerary work. We also hosted a successful Roger Brooks summit. Our books are currently submitted to our accountants: Gronewald, Bell & Khyne in Atlantic for our annual review and to have our tax return prepared. Kathy Fiscus moved to approve the report with Lana White seconding the motion. Motion carried.

State Tourism Office Report: Amy Zeigler gave the report.

- Jenna Beary is back at work after having a baby girl and now Brooke Miller is on maternity leave, also with a new baby girl.
- The RFP's for the marketing agent for the department have come in and there are 7 finalists which will go to the IEDA Board in August.
- Grant applications open today on the website and are due Sept. 12th at 4 p.m. Nicole Shalla is the contact for grants.
- Iowa Travel Guide ads are being sold until Sept. 1st. There are a few different options – gate fold, premium & full page ads on every category.
- Some cooperative ads are still available.
- CenStates Conference will be held in Des Moines Sept. 19 -21st. Registration rates go up Aug. 20th.

Tourism Conference Scholarships will be available: President Dammann noted that although applications are not ready yet, the Iowa Tourism Conference will be held Feb. 6 -8, 2019 at Prairie Meadows in Altoona. As soon as we are provided with registration information, we will send out the scholarship applications. Please consider applying for one of these. The cost for the conference has been raised to \$225. Please budget accordingly. We will be able to fund 10 scholarships again this year.

Travel Federation of Iowa: Shirley gave the TFI report.

- We are working on issues for the upcoming Legislative Session and will be sending out a survey soon. Please take the time to complete the survey. With the change of the 2019 Legislative Showcase to coincide with the Tourism Conference, we won't have a lot of time to address issues before the first funnel.
- Now is the time to get to know your legislators before they head back to the Capitol after the election.
- Election: This fall will be an interesting election. Democrats would need to gain 10 seats to take control of the chambers. Republicans need to gain 8 seats. Iowa state senators serve staggered, [four-year terms](#) and half of the Senate is up for election every 2 years.
- If you have issues that you need addressed, please tell us.
- Also we will be signing up District Leaders soon, so please consider that.

Truck Wrap: We were able to secure one truck wrap this year for the region so please watch for the Alcohol Beverage Division trucks rolling down our highways. A number of Western Iowa entities also were able to purchase these wraps. We need "large" photography for these trucks so if you have photos shot this summer, please make sure they are large enough – 720 pixels.

Power of Travel Day: Shirley reported that it is scheduled for Sept. 19, 2018 at the Gateway Center in Ames. (Because of this, we have re-scheduled our September meeting to October.) The keynote speakers are Nick Westergaard and Berkeley Young with marketing advice. The CenStates Conference begins that evening in Des Moines.

Tourism Awards Nominations: Please consider submitting this year. Start gathering your information and economic impact so you're prepared to submit the paperwork. Western Iowa was fortunate to have some winners last year and we have a lot to brag about.

Clay County Fair: We've had one spot open up. Lisa Riggs volunteered.

Next meeting: Our next meeting will be on Oct. 24th at Stuart at the Saints Center.

Adjourn: Lisa Riggs moved to adjourn at 11:30 a.m. with Sam Stivers seconding. Meeting adjourned.

Presentations were given by Amy Zeigler of the Iowa Tourism Office on how to update your information on the state website and Shelly Greving of Emerge Marketing on how to optimize your Digital Presence on Google, Bing & TripAdvisor.

Respectfully submitted,
Shirley Phillips