

Western Iowa Tourism Region Annual Meeting June 13, 2018 • Sioux City

President Erika Newton called the meeting to order at 10:35 a.m. at the Orpheum Theater and welcomed the group to Sioux City.

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

Approval of the June 2017 Annual Meeting Minutes: Jill Heisterkamp moved to approve with Lisa Riggs seconding the motion. Motion carried.

Financial Report: Shirley Phillips presented the report: We have all 36 counties paid again so we're pleased and also many Private members and we thank them all for their support. We expect to close the year with a modest positive balance. A year-end budget report will be provided at the Aug. 1st meeting in Corning. A review will again be conducted by our accounting firm and a full report should be ready September 1st to send to the Tourism office and for our membership. Everyone worked hard this year to end the 2018 with a balanced budget. Kathy Fiscus moved to approve the financial report with Kenner Baxter seconding the motion. Motion carried.

State Tourism Office Report: LuAnn Reinders was present to report:

- The number of visits to the state website is increasing with sessions up 19%.
- Two ad campaigns are running through the end of the fiscal year. The 99 Restaurants campaign will be extended because of its strong performance. There has been 36,000 clicks and 55,000 engagements on social media.
- Advertising for the 2018 Iowa Travel Guide is on sale now with Business Publications selling the advertising.
- FY 18 co-ops are running now. Thanks to the FY19 co-op partners.
- ABD Truck Wraps: Most of the trucks are wrapped or are being wrapped.
- Last week they hosted 9 media for a familiarization tour of the Council Bluffs area.
- Iowa EDA is issuing RFPs for an agency of record for marketing.
- IEDA is pleased to offer the regions a status quo investment in FY19. The regions will also administer scholarships for the 2019 Tourism Conference in FY19.
- Grant applications will be out Aug. 1st and due Sept. 12th.

Tourism Conference Scholarships will be available: The Iowa Tourism Conference will be held Feb. 6-8, 2019 at Prairie Meadows in Altoona. The cost has been increased so there will be scholarship grants of \$225 each. Watch for more information as the conference draws near.

Tourism Award Nominations: Last year a number of members submitted nominations and as you can see in the Annual Report, we had quite a few recognized. We have a lot to brag about here, so please consider this as you move through the year and start gathering your information and economic impact so you can submit the paperwork for the awards.

Travel Federation of Iowa: Shirley reported: Budgets are still being hammered out. Regional Tourism marketing funding remained at \$900,000 in the Standings bill but we will continue to try to get this back to the original \$1.2 million level. She encouraged them to get to know their legislator and to develop a relationship this summer so that they have a good working relationship with them by the beginning of the session. District Leader sign up will be late this summer this summer and we hope that all of you will sign up.

Roger Brooks DDA Partnerships: Shirley explained that after the Roger Brooks Destination Development Summit, the region decided to purchase a membership in the Destination Development Association. Those in attendance signed up to be a part but there are six slots left. If you're interested, please let Shirley know. This makes it very affordable for everyone.

Election of Officers: There are two board positions up for re-election (3 year terms): Freda Dammann of Manning Hausbarn Heritage Park and Josee Beier of HelmsBriscoe from Mills County. There is also a northern slot open and Kiana Johnson from O'Brien County Economic Development was nominated.

The following were also nominated for officers:

President: Freda Dammann, Manning

Vice President: Andy Milam, Shrine of the Grotto of Redemption

Finance Officer: Kenner Baxter, Cass Co. Tourism & Baxter Cycles.

Lisa Riggs moved nominations cease and a unanimous ballot be cast with Jessica Brownmiller seconding the motion. Motion carried.

Recognition of Board members: President Newton recognized the following board members by thanking them for their time and dedication:

Julie Hering-Kent: Cherokee Chamber of Commerce

Jessica Brownmiller: City of Le Mars

Freda Dammann: Manning Hausbarn/Heritage Park

Kathy Dirks: Harrison Co. Historical Village & Welcome Center

Andy Milam: Shrine of the Grotto of Redemption

Kenner Baxter: Cass Co. Tourism & Baxter Cycles

Merideth Maranville: Cornerstone Bank & Clarinda Chamber of Commerce.

Josee Beier: HelmsBriscoe, Mills County

The following committee members were also recognized:

Iowa Tourism 2017 Grant Review Committee for the state:

Tami Moeller: City of Lake View

Rachel Brotherton: Carrollton Inn

Lynsi Pasutti: Midwest Partnership

Lana White: Mills County Tourism

Iowa Travel Guide Taskforce:

Lisa Riggs: Danish Windmill

Rebecca Peters: Okoboji Tourism

2017 Iowa Tourism Conference Committee:

Kathy Dirks: Harrison Co. Historical Village & Welcome Center

Erika Newton: Sioux City CVB/ Spectra

Andy Milam: Shrine of the Grotto of Redemption

Shirley Phillips: Western Iowa Tourism Region

2017 Iowa Tourism Awards Selection Committee

Kiana Johnson: O'Brien County Economic Development & Tourism

Jill Heisterkamp: Calhoun Co. Economic Development

FY18 Cooperative Advertising Committee

Mark Eckman: Council Bluffs CVB

Iowa Group Travel Association

Michaela Brown: Brown's Theater, Le Mars

Shari Greenwood: Glenn Miller Birthplace Society

Travel Federation of Iowa Board Members

Lisa Riggs, Danish Windmill Corporation

Kathy Dirks, Harrison Co. Historical Village & Iowa Welcome Center

Andy Milam, Shrine of the Grotto of Redemption

Rebecca Peters: Okoboji Tourism

Shirley also serves on TFI

President Newton also thanked the staff for their hard work this year.

Freda Dammann presented President Newton with a gift of appreciation.

Annual Report: President Newton pointed out that there is an Annual Report to read at your leisure.

Adjourn: James Kessler moved to adjourn at 11:50 a.m. with Jill Heisterkamp seconding the motion. Meeting adjourned.

Featured speaker for the meeting was Kit Welchlin on "Chaos & Change Management, Are you surviving? Or Thriving?"

Respectfully submitted,
Shirley Phillips