

Western Iowa Tourism Region Meeting
December 1, 2021 • Manning Hausbarn Konferenz Center

President Kenner Baxter called the meeting to order at 10:32 a.m. and guided everyone through the items in the packet.

Welcome: City Ambassador Harvey Dales welcomed everyone to Manning and spoke about the housing development, 10,000 square foot addition to the library and announced that they will be the first in Iowa to host the full size replica of the Charters of Freedom.

Introductions were held.

Approval of Agenda: Becky Fear Hatting moved to approve the agenda, with Kathy Dirks seconding the motion. *Motion carried.*

Approval of September 2021 Minutes: Brian Kessler moved to approve the minutes, with Bob Mortensen seconding the motion. *Motion carried.*

Financial Report: Jayme Quirk presented the report. We continue to receive memberships and thank everyone who renewed. We've also received new memberships this year. All of the calendar year 2021 Iowa Tourism grants have been paid except one and that will be soon. Merideth Maranville moved to approve the report with Andy Milam seconding the motion. *Motion carried.*

State Tourism Office Report: The report was deferred until the Town Hall Meeting.

T-Bone Trail Report: Sara Slater reported that as of Nov. 23rd, the posts reached 964,000 with another 327,000 video views. The Iowa Gallivant continues to post blogs about lodging, restaurants and attractions during the winter months. Shirley reported that all restaurants have been identified and scheduled for 2022 with Bonus Beef Stops to be added. If you have new attractions in your community that you want Jay to visit in 2022, please email him at jayjay@theiowagallivant.com. We are working with the Iowa Beef Council again and have been talking to the Iowa Cattlemen's Association as well. We will have brochures printed again at the end of the trail. We encourage you to interact with Jay when he comes to your county. Sara also stated the importance of sharing the blogs of your county on your own social media.

Travel Federation of Iowa report: Andy Milam reported.

- He explained Travel Federation of Iowa for those who are unaware.
- The industry has a new lobbying firm – LS2 Group from Des Moines. Shirley will be forwarding the updates when the session begins in 2022.
- We are using the TFI survey to determine the issues and working on the Fast Facts.
- If you are currently a district leader, we encourage you to remain. If you want to join the District Leader program, contact Shirley.
- The redistricting maps will take place for the 2022 elections so you may have new Senators and Representatives. We can help you with that information as soon as all the campaigns are announced.

- February 1st is the annual TFI Legislative Showcase and we hope you join us.
- TFI will be holding their annual Silent Auction at the Iowa Tourism Conference so if you'd like to contribute a package, please do so. The conference will be held April 19 & 20, 2022 at the Marriott Downtown Des Moines.

Leadership Institute: We are working with Central Iowa Tourism Region on a Leadership Institute opportunity. Look for more to come in the future when a venue is identified.

Next meeting: Our next meeting will be held March 23, 2022.

Adjourn: Becky Fear Hatting moved to adjourn the meeting at 11 a.m. with Kiana Johnson seconding the motion. Meeting Adjourned.

Respectfully submitted,
Shirley Phillips

State Staff Town Hall Meeting followed the WITR meeting.

The Iowa Tourism Office Staff:

Amy Zeigler – Iowa Tourism Office Manager

Kanan Kappelman – Team Leader

Katie Kenne – Outreach & Engagement Coordinator

Jessica O'Riley – Communications media manager

Amber Rottinghaus – Content developer coordinator

Matt Kodis – Research

They are looking for a digital marketing manager to round out the team.

Marketing & Promotion:

The staff talked about what they had done the past year and what they are planning for 2022.

Continuing Road Trips with the "Year of the Road Trip"

Small attractions will need to have content. 3-2-1 Itineraries. X Hours away.

2 travel guides – spring & summer and fall & winter

They are revamping the traveliowa.com website.

People need to submit their listings and events on the website. The listings must be updated every 18 months to be viable.

They are looking for new content, hidden gems and unique experiences.

They will target out-of-state visitors.

Passports were big so they will be continued.

Arrivalist is providing great information while tracking visitors.

The Economic Impact information comes from a different source this year.

If you're not receiving E Traveler, contact Katie Kenne.

There will be more webinars posted on the Industry Partners link on traveliowa.com.

The co-op program could be adjusted depending on the Strategic Plan.

The Soul of Iowa will be released this spring, promoting Iowa as a "must drive through state" instead of a fly over state. Communities featured are Okoboji, Decorah, Des Moines & Indianola

Co-op programs will be offered once again.

Tourism grants will be out in late August – September, 2022.