

## **Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes**

September 23, 2020 @ 12:00 PM | Meeting held electronically via GoTo Meeting and in person

Meeting was called to order by Mary Wildermuth. Present were Jodi Hansen, Charlie Harper, Erik Reader, Bob Bahn, Ann Meeker, Beth Johnson via GoTo, and Mary Wildermuth. Not in attendance was Melissa Osborne. Carol Webb, Muscatine City Administrator was also present.

**Minutes** - Minutes from the August meeting were reviewed. Minutes approved with no changes. Bob moved for approval of minutes and Ann seconded with all ayes.

**Financial Report** – Reviewed status of CVB financials. Bob moved for approval of financials and Charlie seconded with all ayes.

### **Director's Report**

- Website views 4,227 and page views 10,768
- 4 new itineraries added to the website
- Jodi and Erik met with new director of the National Pearl Button Museum – Dustin Joy.
- Iowa Museum Association Conference will be held in Muscatine at the Merrill in 2022
- The holiday stroll and holiday open house will probably be combined and done virtually this year with the support of the Muscatine Journal.
- Eagles and Ivories will be held virtually.
- Almost Friday Fest being held on the 24<sup>th</sup> of September
- Greenwood Cemetery Walk this weekend
- Applying for a Travel Iowa Grant for a video project for 2021
- Working on ads for the Holiday Magazines
- Purchasing local photos for \$25
- Working on Visitors Guide done in house through the Chamber
- Key Message Pillars: Natural Beauty, Culture and Lifestyle, Economic Viability and Affordability.

Beth Johnson left the meeting prior to the presentation.

Erik and Jodi presented the Tourism and Marketing Proposal for 2020-2022. (handout)

This proposal revamps the existing CVB structure and uses more Chamber personnel and resources in a collaborative fashion to market Muscatine. Carol Webb, City Administrator heard the proposal and noted the consensus of the members present to support the plan. Jodi and Erik will be discussing this with city council members individually to address questions and gain acceptance of the plan, which ultimately they must approve.

Motion to adjourn by Bob Bahn with a second by Charlie Harper.

Meeting adjourned.

*Meeting summary prepared by Mary Wildermuth.*