

Muscatine Convention and Visitors Bureau Advisory Board Meeting Minutes

April 15, 2020 @ 12:00 PM | Meeting held electronically via Go To Meeting

Meeting was called to order by Mary Wildermuth. Present were Bob Bahn, Jodi Hansen, Charlie Harper, Beth Johnson, Erik Reader, and Mary Wildermuth.

Minutes – Minutes from the previous meeting were reviewed. Minutes approved with no changes. Bob moved for approval of minutes and Beth seconded with all ayes.

Financial Report – Spend YTD and detailed expenditures provided. CVB has \$53k available. McDaniels activity/spend is temporarily paused due to COVID-19. Paused McDaniels activity temporarily due to COVID-19. Called out that 58% of the Advertising budget is left, which should be spent before the end of June. Bob moved for approval of financials and Beth seconded with all ayes.

Director's Report – The report encompasses activities from the end of January through March.

- In conjunction with the Art Center, Muscatine was awarded the **2022 Museum Conference**.
- The **Chinese Orchestra, Opera and Dance Troupe** was once again an auditorium filler at the Muscatine High School Auditorium. Approx. 150 here from China.
- Jodi discussed the TV Show **"Beyond Your Backyard with Eric the Travel Guide"** again. Comes with a large expense (\$25,000) but also gives a lot of exposure and a podcast opportunity.
- Jodi recently participated in **Grant Elementary's career day**
- A recent **Hospitality Meeting** was held at the Art Center with 15 attendees. Jodi reported good conversation and interaction.
- The **State Bowling Tournament** was here for two weeks but ultimately was cancelled due to COVID-19. Promotions for bowlers were in place for discounts; visitor's guide and maps provided at bowling alley.
- 500 copies of the **Stroll through Old Muscatine booklets** have been gone through, and approx. 500 more were reprinted.
- Due to COVID-19, **Girl's Getaway has been postponed until October 31** – will pick up planning when able to do so. Jodi talked to a few bus groups who may be able to attend on this date.
- Jodi attended a few **meetings and events** - Travel IA conference in DSM in early March, Eastern IA Tourism Meeting, and legislature roundtable meeting at the state capital.
- Erik and Jodi met with GM at **The Merrill to discuss possible events** in the future. Looking at different signature events that CVB can collaborate with Merrill and/or other organizations.
- Van tour for bank tour guide – for future visit for group
- While the **CVB website is ready to roll out**, decision has been made to postpone launch in order to optimize timing.
- Jodi participating in weekly **IA Destination Marketing Alliance conference calls** to collaborate on what to do as CVB in current situation. Provides a good exchange on what everyone's doing.
- Chamber reached out to chamber members to get input on what they're going through. **GIFT CARD BUY-IN?** Reached out to all the hotels about the different programs available in COVID-19 options.
- **Melon City Criterium** is cancelled due to COVID-10
- Jodi working on tour bookings - **6 tours booked for July**, potentially another one to add

- Next fiscal year **budget submitted**, presentation to City Council this Thursday (April 16th) via virtual hearing.
- Facebook and website **metrics staying consistent**.

Meeting adjourned on a motion by Bob and seconded by Charlie.

Meeting summary prepared by Beth Johnson