Welcome-Laurie Haman  
Introductions/meeting called to order @ 1:03pm.

Approval of Agenda-Laurie Haman  
Fred Stark motioned to approve the agenda as presented. Kirk Brandenberger seconded. MOTION CARRIED.

Approval of the September Minutes-Laurie Haman  
Annette Freeseman motioned to approve the September minutes as presented. Dan McFarland seconded. MOTION CARRIED.

President’s Comments-Laurie Haman  
1. EITA Executive Committee and Employee Task Force will to meet soon to address admin staffing for the regional office. Announced job openings for EITA Admin Assistant.
2. Announced that the Annual Meeting date and location is to be determined. Stay tuned. It will be held a Wednesday during June and speakers are being narrowed down.
3. Haman shared her excitement about the Tourism Sector Plan, and noted that there would be more information to come. She encouraged all members to come together and embrace this plan, provide leadership and a direction for the Iowa Industry that is industry driven.
4. The EITA Board of Director and the TFI Board appointments will need to be secured in June for the new fiscal year. Should anyone have an interest to serve please notify Koelker or Haman. Meetings are a requirement and leadership is needed on all fronts. A TFI appointment, as well as two-three EITA Board of Directors seats will be open. Interested candidates are encouraged and welcomed. As the industry grows, advances, and finds new avenues for growth and funding we keep the region in mind for avenues of leadership.

Treasurer’s Report-Carrie Koelker reported in the absence of Mark Wyatt.  
1. Koelker noted the November and December finances.
   
   Income to date:
   State-$39,657.91
   Region-$67,382.94
   
   Expenses to date
   State-$60,633.73
   Region-$10,711.97

2. Koelker noted the EITA Board of Directors would be approving the financials at their upcoming meeting and asked membership if there were any questions. None were presented.

State Report-Colleen Murphy  
1. Murphy reported that Luann Reinders is busy crunching numbers and computing information for 2015 follow-up studies. New data to come as this in completed.
2. Midwest Living promotion: DREAM BIG is on the traveliowa.com homepage and will be featuring until 2/29/16.
3. Murphy touched on new web content and the shifting of web navigation.
4. Annual Co-op ad opportunities coming out this spring.
5. Murphy plugged the upcoming Iowa Tourism Office’s Stakeholder’s Retreat. This is an opportunity for questions to be addressed and answered about their coop marketing plan and advertising placements.
6. Lastly, Murphy shared she is heading to the South Dakota Tourism Conference in February. She hopes to bring back new ideas to our conference and looks forward to attending a different state’s conference annually.

Legislative/TFI Report- Keith Rahe
1. Rahe explained TFI’s mission and plugged District Leaders (encouraged members to consider becoming leaders). Mentioned that School Start date is the crowning jewel of TFI’s accomplishments from the past 10 years and that we all need to continue to inform our elected officials how much the later start date effects the tourism industry economically with higher August attendance and admissions.
2. Rahe plugged the Annual TFI Legislative Showcase being held on January 26, 2016. He explained all aspects of the day, including our annual luncheon rally at the Latin King. He encourages all members to register for the event, or at the very least drop our elected officials’ an e-mail or note encouraging them to attend.
3. Rahe also plugged the Fast Facts sheets. Survey results found on this document. Encourage members to grab one on their way out and read through all of the information prior to showcase. Rahe thanked Koelker for her efforts in assisting with the publication and noted the TFI Board meeting routinely and frequently in Des Moines.
4. Kirk Brandenberger raised a question wondering about whether or not there might be push back on the School Start Date issue coming from the Schools. Rahe responded – Not at this point, that we know of, but it could be an issue again in the future. Rahe stated that he would raise the question at the upcoming TFI conference call.

Education Report- Christy Decker
1. Decker plugged for the EITA General Membership March Meeting that is scheduled to be held in Burlington. The Iowa Tourism Office Townhall meeting along with breakout roundtable discussions are on the slate for planning. Decker encourage all of today’s attendees to fill out the evaluations and make suggestions of roundtable topics and any questions that they have for the Iowa Tourism Office team-these would be used to help coordinate table leaders and topics.
2. The May EITA General Membership Meeting will be in Washington, IA. Speakers are being finalized to target non-profits, volunteer retention.
3. June’s Annual Meeting committee is meeting and has the speakers narrowed down to two. As Haman alluded to earlier it will be a great event in the Iowa City/Coralville area.
4. Decker asked members to save dates for all upcoming educational opportunities including Power of Travel Day scheduled for April 22nd in Ames, IA.
5. Great sessions, great speakers, networking, and benefits approaching as we here, learn, and educate form our high caliber of speakers.
**Marketing Report- Kim Manning**

1. Manning reported the 2016 EITA Travel Guide exceeded ad sales. Manning shared in the excitement and thanked the members, partners, and Koelker in getting this accomplished. The region budgeted for $32,000 income and ended up with just over $37,000. These additional funds will be utilized for marketing purposes in the future and assist with the expense of the website.

2. Bids are in from potential printers. 25,000 copies will be printed for 2016 with 4 new pages added to the publication to accommodate ads, photos, and all of the members. Target date of late February completion is on schedule.

3. Web Update: Manning indicated that state dollars will be put toward the website (special projects money of $7,000). EITA and CITR are researching working together with Spinutech on a common web design to be used primarily as a membership portal. The portal would include space to host research materials/data, job posting within the industry, meeting minutes, training materials, PowerPoint presentations from educational sessions, a photo library, and industry partner information, and registration materials. As plans continue to develop we will do our best to keep you all up to dates. All avenues are being researched, including working with the Office of Tourism to avoid duplication of industry messaging, contacts, and databases. Lots to sift and consider.

**Membership-Carrie Donaire**

1. Donaire recognized and welcomed all new EITA members

2. Total members this fiscal year are 247, with 100% county contribution involvement.
   - 232 members Total
   - 98 Level A
   - 104 Level B
   - 27 County members

3. All listings received by October will be updated in the 2016 Visitors Guide. If submission forms weren’t received to the office, last year’s listings will be utilized.

**Staff Report – Carrie Koelker**

1. Koelker thanked all the committee members, task forces, and volunteers that have assisted in the multitude of committees, projects, and conference calls. The region advances with our members being actively involved and Koelker shared her appreciation to the extra time and talent that the membership makes, especially the Board of Directors.

2. The Iowa Tourism Sector Plan team will be meeting January 21 in Des Moines. Koelker noted that all members present to really look at the brochure included at the tables. There will be opportunity for all at various timeframes and tables within the next five years. The regions will be playing an active role in advancing some of the key factors included in the plan. The first initial step will be to orchestrate a plan, secure funding, and gather all the leaders, stakeholders, and partners. Koelker shares in the excitement of new partners, people, and talents to advance the industry. TFI has a full-plate to advance this and secure funding, form partnerships for a needed well-written plan.

3. The *Design on A Dime* (Special Project FY’16) will take place February 25 & 26 in Cedar Rapids. The fee is $25 and the appointment slots are on a first come first serve basis.

4. A plug was put in for the Power of Travel Day -April 22, 2016-Ames. (Special Project FY’16). A filled day of activities at the Iowa State Stadium in Ames.

5. Koelker shared that discussions are taking place about an analytics training, google breakfasts, and bonus session added to our meeting if interest is there—as well as partners.
6. Koelker shared that she is President of the Iowa Destination Marketing Alliance (IDMA) this year and they plan to interview and hire a contracted administrative assistant for the Alliance. This will assist in streamlining consistency and organization for the group.

7. In the coming month, EITA would like to hear from you. Ideas, partnerships, education requests, etc. We look forward to listening at the upcoming meetings and invite ideas to be sent to us via e-mail too. It assists the Board of Directors in implementing programs and decisions (think out of the box!) into our Action Plan and also assist in knowing what to shave off enabling the heavy lifted projects with strong focus to advance the region into the playing field of needed avenues and partnerships.

**Old/New Business – Laurie Haman**

Nothing noted, Haman plugged all upcoming meeting and special project dates one last time. Haman thanked Carrie for multi-tasking and keeping the association intact with all the deadlines and projects/


**Adjournment**: Julie Kronlage motioned to adjourn. Annette Freeseman seconded. MOTION CARRIED. The meeting was adjourned at 1:42pm.

**Respectfully Submitted**,  
Christy Decker  
VP of Education-EITA Board Member