Eastern Iowa Tourism Association  
General Membership Meeting – Clinton, Iowa  
Wednesday, January 4, 2017

Welcome: Keith Rahe  
Introductions/Meeting called to order 12:49PM. Rahe welcomed attendees and thanked Clinton CVB and the staff at Eagle Point Park Lodge for hosting the meeting.

Approval of Agenda: Keith Rahe  
Aaron McCreight motioned to approve the agenda as presented. Sue Moran seconded. MOTION CARRIED.

Approval of the September Minutes: Keith Rahe  
Annette Freeseman motioned to approve the minutes as presented. Julie Kronlage seconded. MOTION CARRIED.

President’s Updates: Keith Rahe  
- Rahe thanked all of the members for their participation and Koelker for doing an outstanding job at securing advertisements for the 2017 Eastern Iowa Tourism Travel Guide. Rahe said that it’s strong partnerships that make this a great association to be involved with.

Treasurer’s Report: Aaron McCreight  
- McCreight presented November 2016 financials, the Board will approve the report at their upcoming meeting.

<table>
<thead>
<tr>
<th>November Income/Expenses</th>
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<tbody>
<tr>
<td>State Income $17,451.48</td>
<td></td>
</tr>
<tr>
<td>Region Income $21,060.72</td>
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</tbody>
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| State Expenses $11,675.25 |
| Region Expenses $2,000.00 |

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<thead>
<tr>
<th>Income to date:</th>
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<tbody>
<tr>
<td>State Income $55,543.13</td>
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<tr>
<td>Region Income $74,675.21</td>
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<tr>
<td>TOTAL INCOME $130,218.84</td>
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<table>
<thead>
<tr>
<th>Expenses to date</th>
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<tbody>
<tr>
<td>State Expenses $63,807.40</td>
</tr>
<tr>
<td>Region Expenses $11,107.98</td>
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<tr>
<td>TOTAL Expenses $74,915.38</td>
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- McCreight also reported that Koelker exceeded the projected 2017 Travel Guide ad sales budget with a total of $40,000 in ad sales. He extended a thank you to Koelker for the additional revenue and the members for their support.

State Report: Jessica O’Riley  
- O’Riley reminded all of the attendees to let IDEA know about upcoming events and activities, so they can include the information in all of their communications and website enhancements.
- O’Riley mentioned that everyone should be receiving the E-Traveler, if you are not please let her know and she will get your information and add you to the distribution list.
- O’Riley mentioned the US Travel Destination Capitol Hill in Washington D.C. on March 28 -29th Shawna Lode will be attending this event.

Legislative/Tfi Report: Keith Rahe  
- Rahe thanked Craig Patterson, TFI Lobbyist for the TFI District Leader Training session and for all the work they do on behalf of the tourism industry.
- Rahe reiterated the importance of everyone attending legislative luncheons and opportunities within your community to connect with your legislators, and to take the initiative to contact your elected officials.
- Rahe reminded everyone that the Legislative Night is January 31, 2017. There is still time to register for the event.
• Rahe reported that TFI is working on their issues for the upcoming session, including funding and various tourism issues.

**Education Report: Carrie Donaire**
• Donaire reminded all of the attendees to fill out the meeting survey in their packets, the information is used in planning future sessions. Upcoming meeting dates and locations were also discussed.

**Marketing Report: Kim Manning**
• Manning provided an update on the 2017 Eastern Iowa Travel Guide. Over 50 members have placed advertisements and the guide should be completed by the end of January.
• Manning noted that the website training will be taking place next week and the site will be going live 30 days after the training. Make sure to be looking at the site. It will be a more in progress site with many membership enhancements.

**Membership Report: Spiff Slifka**
• Slifka mentioned her plan for 2017 is to meet with as many of the members as possible. Eastern Iowa Tourism has 239 members, including 14 new members. She also asked if anyone knows of anyone they think is interested in a membership or could benefit from a membership, please let her know and she will follow up with them, as will Koelker.

**Region Updates/Staff Report: Carrie Koelker**
• Koelker reported on the upcoming FY ’17 Special Projects, with the Customer Service Trainings being one of them. We originally had enough funding to do 9 trainings. Those were filled and we had 5 organizations on our waiting list. We requested and shifted funding to accommodate all request in this fiscal year. We have promotional items available for the trainings and the office will be in touch with those hosting the trainings.
• Koelker also reported the Strategic Planning committee needs to schedule a meeting.
• Koelker mentioned the Power of Travel Day is April 21, 2017. Plans are underway with Julie Kronlage leading the charge. Koelker extended a thank you to her.
• Koelker challenged everyone to be thinking about Special Projects/Programs for FY’18. She is seeking ideas, input, and suggestions.
• Koelker reminded all of the attendees she is still doing a few media remotes/radio shows. She encouraged members to fill her inbox with events and activities so she has lots to talk about and to share with the listeners. She also noted traveliowa.com is her portal for events and information, she reminded all the attendees what a valuable resource that website is.
• Koelker said the EITA website training is scheduled for Monday. She is looking forward to rolling out the new version of the site which will include membership enhancements.
• Koelker also reiterated the U.S. Travel Destination to Washington D.C. on March 28 -29th. They would like to have at least 5 people attend to bring Iowa Tourism appreciation to our officials. Please contact her with any questions.
• Koelker invited all the attendees to contact her with any questions or industry assistance that is needed.

**Old/New Business: Keith Rahe**
• No business was addressed.

**Next Meeting:** March 1, 2017, National Czech & Slovak Museum & Library, Cedar Rapids

**Adjournment:**
Fred Stark motioned to adjourn. Ari Lewerenz seconded. MOTION CARRIED. The meeting was adjourned at 1:16pm.

**Respectfully Submitted,**
Carrie Koelker
EITA Executive Director