Eastern Iowa Tourism Association
General Membership Meeting
Wednesday, January 3, 2018
Waterloo

Welcome: Daryl Parker
Introductions/Meeting called to order 12:58 PM. Parker welcomed attendees. Parker also asked those that were new to a meeting, place of business, or their positions to stand and introduce themselves. Appreciation and thanks was shared to Waterloo for their hospitality.

Approval of Agenda: Daryl Parker
Christy Decker motioned to approve the agenda as presented. Annette Freesman seconded. MOTION CARRIED.

Approval of September Minutes: Daryl Parker
Fred Stark motioned to approve the minutes as presented. Darla Kelchen seconded. MOTION CARRIED

President Updates: Daryl Parker
- Parker discussed the FY'18 meeting schedule with dates and locations for all. Parker mentioned the location for the Annual Meeting is scheduled for June 13 in Jackson County. March will be in Camanche and May in Lansing. Both locations are being held at the County Conservation connections so plan to attend and visit the unique venues.
- Parker noted the Koecker will be running for the Iowa Senate Seat in District 29. He reassured the attendees that the Board of Directors have approved the run while she maintains her position as Director. He noted that it would be ideal to try to get a tourism/economic development voice on Capitol Hill.
- The Eastern Iowa Tourism Association is planning to hire a contract administrative part time position to assist in leveraging projects and duties.

Treasurer’s Report: Chelsea Lerud
- The following shared the recent June (year-end) financials that were approved by the Board after the meeting.

**November Income/Expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$0</td>
</tr>
<tr>
<td>Region Income</td>
<td>$2,462.65</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$7,573.57</td>
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<tr>
<td>Region Expenses</td>
<td>$4,140.00</td>
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**Income to date:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$32,500.00</td>
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<tr>
<td>Region Income</td>
<td>$49,575.96</td>
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<tr>
<td>TOTAL</td>
<td>$82,075.96</td>
</tr>
</tbody>
</table>

**Expenses to date:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Expenses</td>
<td>$49,276.76</td>
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<tr>
<td>Region Income</td>
<td>$5,660.87</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$54,937.63</td>
</tr>
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</table>

State Report: Amy Ziegler
- A brief State Report was provided prior to the meeting by Ziegler.

Legislative/TFI Report: Aaron McCreight
- A brief TFI update included details of Legislative Night and the Legislative Luncheon.
- Also, a recent report of the TFI happenings, meetings, and district leaders.
- Present members asked about the TFI issues or talking points, as well as the format to showcase.
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- Koelker answered a variety of questions about showcase and the registration process of being present at the Showcase and luncheon. She provided examples.
- Present members shared their vision of future initiatives and partnerships making tourism a deep imprint.

Education: Spiff Slifka
- Slifka reminded all attendees to fill out survey in packets. She mentioned the evaluations that were filled out from the Annual Meeting as well as all of the speaker suggestions she gathered from those surveys.
- Slifka also mentioned again the meeting dates and locations.
- BONUS SESSIONS prior to the meetings for those that would like extra education and topic coverage.
- May will be a joint meeting with the Iowa Group Travel Association in Lansing.

Membership Report: Laura Bandfield
- Bandfield reminded everyone of their valued partnership and thanked the 230 members of their investment of a united front for the private/public partnership.
- All activities are open to members in participating counties in good standing.

Marketing Updates: Kim Manning
- The 2018 Travel Guide is being drafted and finalized. Ad sales were appreciated to leverage the project. Drop shipments will be made to the Iowa Welcome Centers and partner location in mid-March. Nearly 60 members placed advertising to total over $35,000 in placements.

Region Updates: Carrie Koelker
- Koelker mentioned the Iowa Tourism Conference Scholarship reimbursements were due and will be authorized for payment next week.
- Koelker detailed the following special projects and regional initiatives:
  o Leadership Institute, April 12-13, 2018.
  o Design On A Dime for design, voiceover, and freelance writing will take place in March for 3 dates. March 9, 12, and 15th. First come, first serve.
  o Power of Travel Day-September 19, 2018 in Ames.
- Lots of dates and deadlines were shared, as well as project descriptions.
- Koelker reassured the attendees that the regional office is focusing on partnerships and projects this year and invited ideas and partners visits to the calendar.

Old/New Business: Daryl Parker
- Nothing was noted or mentioned.

Next Meeting: March 7, 2018 – Camanche

Adjournment:
Julie Kronlage motioned to adjourn. Erin Schmitz seconded. MOTION CARRIED. The meeting was adjourned at 1:23 PM.

Respectfully Submitted,

Carrie Koelker
EITA Executive Director