Eastern Iowa Tourism Association  
General Membership Meeting - Annual Meeting  
Wednesday, June 15, 2016  
Carver Hawkeye Arena, Iowa City

Welcome: Laurie Haman
The meeting was called to order 12:53 PM. Haman welcomed attendees. Haman also asked those that were new to a meeting, place of business, or their positions to stand and introduce themselves.

Approval of Agenda: Laurie Haman
John Sutter motioned to approve the agenda as presented. Bryant Ward seconded. MOTION CARRIED.

Approval of May Minutes: Laurie Haman
Bryant Ward Motioned to approve the minutes as presented. Spiff Slifka seconded. MOTION CARRIED.

Treasurer’s Report: Carrie Koelker reported in the absence of Mark Wyatt.
Koelker provided the May financials that were recently approved by the Board.

<table>
<thead>
<tr>
<th>May Income/Expenses</th>
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<tbody>
<tr>
<td>State Income: $8,304.29</td>
<td></td>
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<tr>
<td>Region Income: $1,660.86</td>
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<tr>
<td>State Expenses: $2,590.09</td>
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<tr>
<td>Region Expenses: $10,602.98</td>
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<table>
<thead>
<tr>
<th>Income to Date:</th>
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<tbody>
<tr>
<td>State Income $90,143.44</td>
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<tr>
<td>Region Income $87,149.22</td>
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<tr>
<td>TOTAL $177,292.66</td>
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<table>
<thead>
<tr>
<th>Expenses to Date:</th>
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<tbody>
<tr>
<td>State Expenses $108,221.51</td>
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<tr>
<td>Region Expenses $43,707.61</td>
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<tr>
<td>TOTAL $151,929.12</td>
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State Report:
A State Report and Iowa Tourism updates was provided prior to the business meeting following lunch.

Legislative Report: Keith Rahe
- A TFI planning session will be held on June 27 & 28 in Pella. This is for incoming and outgoing Board Members. Discussions on Iowa’s Sector Plan, Legislative Showcase, and Advocacy. will take place.
- Aaron McCreight will be joining the TFI Board, he replaces Aaron Buzza. The other appointments are Keith Rahe, Wes Ehrecke, Rustin Lippincott, and Carrie Koelker.
- Rahe also invited all members to reach out to the TFI Board with any concerns, comments, or questions. Industry input and issues are encouraged.

Education: Christy Decker
- The September meeting speaker will be Nick Westergaard, he will be covering digital marketing for seasonal locations and events, marketing strategies, and doing more with less. His message will help simplify your marketing in today’s complex digital world.
- Decker encouraged meeting evaluations, as they guide the committee to ideas.

Marketing Report: Kim Manning
- 2017 Visitor Guides Advertising Opportunities are now available online.
- The 2016 Digital Travel Guide is online with live links.
- The new membership enhanced website is in the works. Sample snapshots were provided.
**Membership Report: Carrie Donaire**

- Donaire highlighted the 2016 Annual Report statistics, noting we have nearly 250 members with 13 new members.
- Membership renewals and investment packets will be going out in the next coming weeks.
- Mini Regional Interviews and surveys (included in the meeting packets) were discussed and outlined.

**Wrap up of FY’16: Laurie Haman**

- Appreciation was extended to the Board of Directors and Director Koelker.
- Haman highlighted the FY’16 Special Projects.
  - Power of Travel Day.
  - EITA Membership Portal.
  - Design on A Dime
- Thanks was extended to IEDA Tourism Office Manager Shawna Lode for their hard work and partnership.
- FY’16 Board of Directors were recognized for their efforts.

**Election of the FY’17 Board Members: Laurie Haman**

- FY’ 17 Slate of Officers were presented and voted upon. John Sutter motioned to approve the FY’17 Slate of Officers as presented. Julie Kronlage seconded. MOTION CARRIED.

**A look ahead FY’17: Keith Rahe**

- Welcome to the New Year. Rahe mentioned that this coming year will have an emphasis on looking at the Iowa’s Sector Plan and how to incorporate leaders and funding to lift into action, as well as where the region currently is and where it needs to motion forward.
- Rahe and Koelker presented Laurie Haman with the President’s plaque and extended thanks and appreciation.
- Rahe encouraged leadership, and thanked everyone for the success of this organization.

**Region Updates: Carrie Koelker**

- Koelker presented the FY’16 Annual Report. Highlights were noted.
- FY’17 meeting request for proposals was introduced. Encouraged all venues to apply. The deadline is approaching, July 15, 2016.
- The Board of Directors’ traveled to Des Moines to meet with IEDA’s, Director Durham and review FY’16 and discuss FY’17 projects.
- Ten Scholarships will be available for the fall 2016 Iowa Tourism Conference. Koelker encouraged new positions, new hires, or budget cut member suffering to apply.
- The 2016 Iowa Tourism Conference planning is underway for the Quad-Cities October 2016 Conference. Koelker, Rahe, and Taylor are serving on the committee with statewide members.
- Koelker thanked the membership for their partnership, the Board for their leadership, and the state for their continued contract and partnership. Koelker encouraged participation on all fronts.
- Jordan Daggett was introduced as the new Communications Coordinator. She will be working 4 days a week and enhancing the communications and association business to a new level.
- Koelker also mentioned the goal this year is to really look at where the region is aligned to energize and engage destinations and members. A Strategic Planning Process, a Past Presidents meeting, and current members will all be tapped into to secure a planning sessions and plan to regionalize a vision.

**Old/New Business: Keith Rahe**

No old/new business.

**Next Meeting:**

September 7, 2016

**Adjournment:**

Stacey Reese motioned to adjourn. Annette Freeseman seconded. MOTION CARRIED. The meeting was adjourned at 1:27 PM.

Respectfully Submitted,

Jordan Daggett
EITA Communications Coordinator