Eastern Iowa Tourism Association  
General Membership Meeting- Annual Meeting  
Wednesday, June 21, 2017  
Dubuque

Welcome: Keith Rahe  
The meeting was called to order 12:57 PM. Rahe welcomed attendees. Rahe also asked those that were new to a meeting, place of business, or their positions to stand and introduce themselves.

Approval of Agenda: Keith Rahe  
Freesman motioned to approve the agenda as presented. Schwartz seconded. MOTION CARRIED.

Approval of May Minutes: Keith Rahe  
Manning motioned to approve the minutes as presented. Stark seconded. MOTION CARRIED.

Treasurer’s Report: Aaron McCreight/Carrie Koelker  
Koelker provided the May financials that were recently approved by the Board.

**May Income/Expenses**  
state income: $9,897.02  
region income: $3,045.02  
state expenses: $5,044.77  
region expenses: $11,154.12  

**Income to Date:**  
state income: $114,523.60  
region income $91,667.45  
TOTAL: $206,191.05

**Expenses to Date:**  
state expenses: $119,949.09  
region expenses: $63,021.44  
TOTAL: $182,970.53

State Report:  
A brief 5 minute State Report and Iowa Tourism updates was provided prior to the business meeting following lunch by Nicole Shalla.

Legislative Report: Keith Rahe & Aaron McCreight  
- A two day TFI planning session will be held in June in Dubuque. This is for incoming and outgoing Board Members. Discussions on a variety of issue will place as well as a facilitator to adhere standards to TFI’s focus, plans, and leadership & procedures, with a focus on the showcase.  
- Rahe also invited all members to reach out to the TFI Board with any concerns, comments, or questions. Industry input and issues are encouraged as changes are happening on Showcase, Conference, Legislative Issues, Budget cuts, etc.

Marketing Report: Kim Manning  
- 2018 Visitor Guides Advertising Opportunities are now available online.  
- Manning thanked past advertisers and encouraged this partnership for the coming year.  
- Manning also addressed the enhanced website of the region and encouraged members to utilize it for their reservations, etc.

Membership Report: Spiff Slifka  
- Slifka highlighted the 2017 Annual Report statistics and member involvement.  
- Membership renewals and investment packets were sent out this week.
Wrap up of FY’17: Keith Rahe

- Appreciation was extended to the Board of Directors and Director Koelker.
- Rahe highlighted the FY’17 Special Projects and highlighted the Annual Report.
- Rahe also visited about TFI, the changes the industry is embarking on—and welcomed input.
- He noted he is a proud member of a strong organization in Eastern Iowa and appreciated the opportunity.
- FY’17 Board of Directors were recognized for their efforts.
- The State Budget cuts are impacting the region—to the told tune of $15,000.

Election of the FY’18 Board Members: Keith Rahe

- FY’18 Slate of Officers were presented and voted upon. Buzza motioned to approve the FY’18 Slate of Officers as presented. Stark seconded. MOTION CARRIED.

A look ahead FY’18: Daryl Parker

- Welcome to the New Year. Parker mentioned that this coming year will have an emphasis on continuing to strive as leading organization in leadership, business, and association work.
- Parker and Koelker presented Rahe the President’s plaque and extended thanks and appreciation.
- Parker thanked everyone for the success of this organization and thanked Koelker for being the organizer of the details this year with the large workload tackled solo.

Region Updates: Carrie Koelker

- Koelker presented and also highlighted the FY’17 Annual Report.
- FY’18 meeting request for proposals have been received and the committee will be reviewing and awarding them in early July.
- Potentially ten Scholarships will be available for the fall 2018 Iowa Tourism Conference. Koelker encouraged new positions, new hires, or budget cut member suffering to apply. She would notify the membership once she was notified from IEDA of the contracted funds for certain.
- Discussion in the works for the details of the State Contract for FY’18.
- The 2017 Iowa Tourism Conference planning is underway for the Sioux City Conference. She encouraged attendance.
- 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 to keep us the strong private public partnership model we are strongly known for.
- Koelker also mentioned the continued goal this year is to really look at where the region is aligned to energize and engage destinations and members.
- The Board of Directors will be meeting after today’s meeting to take care of association business.

Old/New Business: Daryl Parker

No old/new business.

Next Meeting:
September 6, 2017.

Adjournment:
The meeting was adjourned at 1:36 by general consensus.

Respectfully Submitted,
Carrie Koelker