Eastern Iowa Tourism Association  
General Membership Meeting – The Loft, Burlington, Iowa  
Wednesday, March 2, 2016

Welcome-Laurie Haman  
Introductions/meeting called to order @ 12:52 p.m. Haman welcomed attendees.

Approval of Agenda-Laurie Haman  
Stacey Reese motioned to approve the agenda as presented. David Rettig seconded. MOTION CARRIED.

Approval of the January Minutes-Laurie Haman  
Christy Decker motioned to approve the minutes as presented. Chelsey Tolle seconded. MOTION CARRIED.

President’s Comments-Laurie Haman  
- EITA Executive Committee, TFI appointments, and Board of Directors will be slated soon by the Nominating Committee. Members interested in serving or nominating a candidate for the EITA Board of Directors/TFI candidate please let Haman or Koelker know.
- The Annual Meeting will be held in Iowa City at Carver. Date planned is June 22 – back up June 15. The speaker will be by Aaron Thomas. The committee is in the process of aligning details.
- Haman extended thanks to the industry for their involvement.

Treasurer’s Report-Carrie Koelker reported in the absence of Mark Wyatt.  
1. Koelker shared the recent January financials that were approved by the Board in February.
   - **Income to date:**
     - State-$50,434.58
     - Region-$71,219.84
     - **TOTAL:** $121,654.42
   - **Expenses to date**
     - State-$69,244.74
     - Region-$13,403.71
     - **TOTAL:** $82,648.45

State Report  
A state report was not provided as updates were held earlier in the day during the Town Hall Meeting.

Legislative/TFI Report-Rustin Lippincott and Carrie Koelker  
- Reaching the Halfway Point of Session. This past Monday also marked the second Legislative funnel. Brief updates were shared on SAVE, IWILL, Enhance Iowa, Career and Technical Education, and other bills being tracked by TFI.
- Contacting elected officials was encouraged and the District Leader list have been updated.

Education Report-Christy Decker  
The following upcoming meetings were noted:
• The Power of Travel Day with Doug Lansky is approaching. April 22 in Ames. Lansky always delivers a strong message that we look forward to hearing.
• The May EITA General Membership Meeting will be in Washington. Neil Ihde is secured for the speaker and will deliver messages on non-profits, volunteers, etc. This is in partnership meeting with the Iowa Group Travel Association.
• June’s Annual Meeting will feature Aaron Thomas.

Marketing Report- Laurie Haman
• The 2016 Travel Guide was distributed for review. Partnerships were key.
• A digital on-line guide with advertising links is being generated for the new website.

Membership-Carrie Donaire
• Donaire recognized and asked new members/first-time attendees to introduce themselves.
• A further explanation and membership input survey was shared. Donaire explained the process and gathering of information that took place at the membership roundtables today—and welcome further input and comments and the next few upcoming meetings. Reiterating 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. This will assist the Board of Directors on implementing programs and decisions 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.
• Membership levels remain the same as reported last meeting and the new FY’17 membership drive will begin in June 2016 for FY’17.

Staff Report – Carrie Koelker
• Koelker shared daily business updates that are taking place in the region office but further detailed a wrap up and status on the FY”16 Special Projects (Design On A Dime, The membership portal of the website. And the approaching Power of Travel Day).
• Koelker shared March 7 will be a 1:00 p.m. Ad Campaign and Branding messaging webinar. Encouraged all to attend and find further details in the industry section of travliowa.com
• A Communications Coordinator position remains open at the EITA Office. A meeting and discussion of details of the regional staff needed for the association will take place this week.
• Koelker rallied interested industry leaders to step into a leadership role (committee, TFI, or EITA Board of Directors) to please contact her. Tourism thrives on leaders, great minds, and partnerships.

Old/New Business – Laurie Haman
Kirk Brandenberger noted that he had a concern with counties and the tourism grant program. Discussion took place.


Adjournment: Carrie Donaire motioned to adjourn. Annette Freeseman seconded. MOTION CARRIED. The meeting was adjourned at 1:12pm.

Respectfully Submitted, Carrie Koelker-EITA Executive Director