Eastern Iowa Tourism Association  
General Membership Meeting – Cedar Rapids  
Wednesday, March 1, 2017

Welcome: Daryl Parker  
Introductions/Meeting called to order 12:01PM. Parker welcomed attendees and thanked GO Cedar Rapids and the staff at the National Czech & Slovak Museum & Library for hosting the meeting. Parker (President-Elect) is filling in for President Keith Rahe who is traveling.

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

Approval of the September Minutes: Daryl Parker  
Tom Devine motioned to approve the minutes as presented. Ari Lewerenz seconded. MOTION CARRIED.

Treasurer’s Report: Aaron McCreight  
- McCreight presented January 2017 financials, the Board will approve the report at their upcoming meeting.
- McCreight and Koelker noted standard budgeting and Visitor Guide income still remains open and will be closed out as the project has been wrapped up.

<table>
<thead>
<tr>
<th>January Income/Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$ 9,575.25</td>
</tr>
<tr>
<td>Region Income</td>
<td>$ 1,010.25</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$ 14,113.47</td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$ 6,469.61</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income to Date</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$ 65,118.38</td>
</tr>
<tr>
<td>Region Income</td>
<td>$ 80,743.12</td>
</tr>
<tr>
<td>TOTAL INCOME</td>
<td>$145,861.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses to Date</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Expenses</td>
<td>$ 92,434.55</td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$ 17,692.59</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$ 110,127.14</td>
</tr>
</tbody>
</table>

Legislative/TFI Report: McCreight/Koelker  
- McCreight provided an update on recent Board Meetings, issues, updates, and legislative updates.
- A recent survey was held at showcase and conversations have continued about researching the possibility of combining the Iowa Tourism Conference and Legislative Showcase. All TFI Board Members and the Iowa Tourism Office is seeking input so completing a survey was encouraged. Open discussion took place. General Consensus was all needed to be refreshed and looked at combined or not. Legislative Showcase was noted numerous times that a change is needed and why people do or do not exhibit.
- Koelker 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.
- McCreight reported that TFI is working on their issues for the upcoming session, including funding and various tourism issues including lodging, hotel extended stay tax, etc.

Education Report: Carrie Koelker  
- Koelker 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.
- Kit Welchin is presenting at Barn Happy in Cedar Falls, How to Deal with Difficult People.
- The Annual Meeting is set for Dubuque for June 21, 2017. Plan to attend and mark your calendars.
Carrie Donaire has done an outstanding job as Education Chair aligning our programs and sessions for the year. She has accepted a position in the Clinton banking industry. She will be missed in her leadership role on the EITA Board of Directors. She served two terms and her efforts were acknowledged.

Marketing Report: Kim Manning
- Manning provided an update on the 2017 Eastern Iowa Travel Guide. They are delivered, shipped to distribution centers, and supported by many partners. Extended thanks to our partners was shared. Online guide will have direct links to partners, members, and advertisers.
- New website was launched February 22. This is a great membership tool and needed update. Stay after the meeting if you would like, as Koelker will be providing a session on the new site and its function for members.
- Koelker secured a partnership with Journal and Topic newspapers. Over 6,000 Eastern Iowa Travel Guides will be distributed to homes in the Chicago suburbs on March 8, 2017. This is a great example of membership and partnerships.

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 nearly 250 members.
- Koelker noted Van Buren County is the only county not in the partnership fold this year. Koelker will work directly with area members and the supervisors.
- A membership link was encouraged to all attendees to share with their local communications and partners. Contact Koelker if you need assistance with this or would like her to visit at any upcoming meetings to promote networking and partnerships within the Eastern Iowa Tourism Association.

Region Updates/Staff Report: Carrie Koelker
- Koelker reported on the upcoming FY ’17 Special Projects, with the Customer Service Trainings being one of them. 14 training are booked, set, and happening soon within the region. All parties have been notified and should contact the office to coordinate a supply of promotional notepads. We originally had enough funding for 9 trainings, but due to the waitlist and popularity we were able to include more. We still have two partners remaining on the waitlist. We have promotional items available for the trainings and the office has communicated with those hosting the trainings.
- Koelker mentioned the Power of Travel Day is April 21, 2017. Plans are underway with Julie Kronlage chairing the event. Koelker extended a thank you to her, as coordinating a statewide event takes strong leadership and time commitment for meetings.
- Koelker challenged everyone to be thinking about Special Projects/Programs for FY’18. She is seeking ideas, input, and suggestions.
- Koelker also reiterated the U.S. Travel Destination to Washington D.C. on March 28 -29th. A small Iowa delegation is attending to talk national advocacy issues with elected officials.
- Koelker noted that in early May meeting bids will be going out to members to consider being a FY’18 meeting site/host.
- If you have a desire or would like to recommend a member with leadership capabilities to serve on the FY’18 EITA Board of Directors please contact President Rahe or Koelker. Rahe will be appointing a nominating committee soon to draft and propose a FY’18 Slate of Officers.
- 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: May 3, 2017 Barn Happy in Cedar Falls.

Adjournment:
Darla Kelchen motioned to adjourn. Bob Hatcher seconded. MOTION CARRIED. The meeting was adjourned at 12:16PM.

Respectfully Submitted,

Carrie Koelker, Executive Director
Eastern Iowa