Eastern Iowa Tourism Association
General Membership Meeting- Annual Meeting
Wednesday, March 7, 2018
Camanche, Iowa

Welcome: Aaron McCreight
Introductions/Meeting called to order 10:35 AM. McCreight welcomed attendees. Parker was on vacation, so President Elect Aaron McCreight was coordinating the meeting. McCreight 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 Camanche for their hospitality.

Approval of Agenda: Aaron McCreight
Keith Rahe motioned to approve the agenda as presented. Darla Kelchen seconded. MOTION CARRIED.

Approval of June Minutes: Aaron McCreight
Chelsey Lerud motioned to approve the minutes as presented. John Valliere seconded. MOTION CARRIED.

Board of Director’s Update: Aaron McCreight
• McCreight updated the membership that a contracted position was being discussed for daily administrative duties approximately, ranging 20 hours a week to assist Koelker and the Eastern Iowa Tourism Association. The EITA Executive Committee was meeting today to further advance forward. We are aiming to contract soon to advance our region forward in a professional manner and lighten the load for Koelker. Her plate is more than filled with day to day operations and this will be effective so she can focus on leading Eastern Iowa and providing assistance vs. office duties on a daily basis and enable her to be out in the territory more and serving in a capacity of Executive Director.
• The Umbrella Organization Committee is continuing forward with momentum to stage the Tourism Industry long term for a unified voice and steady consistency of messaging and needs of the industry. Much overlap is taking place with advocacy and professional leaders serving in statewide leadership roles. This will assist in respecting their time. Many members present noted this was a forward move for the region and the industry for a long term plan. A steering committee has been assigned, and Koelker will serve a role in that capacity as well as McCreight
• McCreight noted that a Nominating Committee is being formed to draft and visit the FY’19 Eastern Iowa Tourism Slate of Officers and the Travel Federation of Iowa appointments. If anyone has an interest seek out Koelker, McCreight, or a Board Member. The new Slate of Officers will be voted upon at the EITA Annual Meeting.

Treasurer’s Report: Chelsea Tolle/Carrie Koelker
• The following shared the recent January financials:

<table>
<thead>
<tr>
<th>January Income/Expenses</th>
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<tbody>
<tr>
<td>State Income</td>
<td>$6,644.88</td>
</tr>
<tr>
<td>Region Income</td>
<td>$15,918.29</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$10,755.53</td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$2,569.30</td>
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</tbody>
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Income to date:
| State Income                     | $52,999.66 |
| Region Income                    | $68,054.03 |
| TOTAL                            | $121,053.69 |

Expenses to date:
| State Income                     | $69,224.80 |
| Region Income                    | $8,580.99  |
| TOTAL                            | $77,805.79 |
State Report:
- The Town Hall Meeting held later in the day will reflect the State Report and updates from their entire team.

Legislative/TFI Report: Aaron McCreight/Keith Rahe
- Updates from the recent TFI Board Meetings in Des Moines.
- Discussion took place on the recent 2018 January Legislative Showcase. Present members shared their opinions. They thought it was a step in the right direction for change. What was done 30 years ago became a long time habit and a new format was welcomed. Others thought the night was still very much the same with vendors standing in their booths and the trick or treat effect. Overall everyone thought it was advancing in the right direction but more of an official ask was needed. Vendors stated they would like to receive their focus and “ask” or solution to our industry’s needs in the summer, vs. having it tossed their way over a lunch or a few weeks in advance. We are a strong industry and should be able to stand on our own with messaging vs. relying on other association’s platforms. Discussion continued. Koelker thanked all that attended and took time out of their schedule to represent and share the tourism presence at the Iowa State Fairgrounds.

Education Report: Carrie Koelker
- Koelker reminded all attendees to fill out survey in packets and of the upcoming meeting dates and topics.

Membership Report: Laura Bandfield
- Bandfield reminded everyone that their membership renewals will take place in mid-June and thanked everyone for their support of our 240 partners.

Marketing Report: Kim Manning
- Manning noted that all the drop shipments took place for the newly launched Eastern Iowa Tourism Travel Guide.
- The flipbook will be on the website, with live links to the advertisers’ websites.
- The 2019 Travel Guides are delivered to the Dyersville location for travel requests and Welcome Center distribution.
- A special thanks to the partners that placed ads, and special thanks to Koelker for securing the $36,000 in ad placements.

Region Updates: Carrie Koelker
- Koelker provided updates, successes and programing on our FY’18 Special Projects. She was thrilled with the participation and the mission they were accomplishing in the state, region, and for our partners:
  - Leadership Institute-April 2018
  - Design On A Dime-March 2018
  - Power of Travel-September 2018
  - Communications-on going all year
- Lots of dates and deadlines were shared—as well as upcoming projects.
- Koelker reminded all that Capitol visits are encouraged as we try to make a deep impact for a tourism message on what it provides Iowa and our economy.
- Power of Travel Day is set for September 19—we will combine a region General Membership Meeting with the day so we respect the industry’s time and participation without duplicating two meetings within a two week period.
Old/New Business: Aaron McCreight
- Maureen Miller (Clinton Chamber) brought up the hotel/motel tax bill that is live and on the hill in Des Moines. Present members were unaware of the status and TFI Board Members noted they hadn’t heard anything at a recent TFI or IDMA meeting. Discussion took place on the logistics and the importance of networking conversations at the advocacy tables. Miller provide an update that was new to many. Rahe noted this was discussed and on the discussion table last year with Carrie Donaire, TFI, and IDMA table topics but welcomed the conversation so we are aware.

Next Meeting: May 2, 2018 – Lansing

Adjournment:
Rahe motioned to adjourn. LeRud seconded. MOTION CARRIED. The meeting was adjourned at 11:08 AM.

Respectfully Submitted,
Carrie Koelker
EITA Executive Director