Eastern Iowa Tourism Association
General Membership Meeting – Washington, Iowa
Wednesday, May 4, 2016

Welcome-Laurie Haman
Introductions/meeting called to order @ 1:00 p.m. 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
Jessica Pape motioned to approve the agenda as presented. Joe Taylor seconded. MOTION CARRIED.

Approval of the March Minutes-Laurie Haman
Fred Stark motioned to approve the minutes as presented. Jessica Pape 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. A reminder that any interested leaders should notify Koelker or Haman of their interest level. The FY’17 Slate of Officers will be presented at the EITA Annual Meeting in June for approval.
- The Annual Meeting will be held in Iowa City at Carver, the date is June 15, 2016.
- Haman notified the attendees that the EITA Board of Directors will be traveling to Des Moines May 16, 2016 to meet with IEDA’s Director Durham.
- FY’17 planning has begun, and will be a priority over the next couple of months.

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 April.
   - Income to date:
     - State-$81,839.15
     - Region-$85,488.36
     - TOTAL: $167,327.51
   - Expenses to date:
     - State-$ 105,631.42
     - Region-$ 33,104.63
     - TOTAL: $138,736.05

State Report
A state report was not provided as updates were held earlier in the day immediately following lunch.

Legislative/TFI Report- Rustin Lippincott and Carrie Koelker
- Legislative Session came to an end on Friday, April 29, 2016. 110 days of the 100 day-scheduled session took place. Only 10 days past the expiration of per diems.
- Koelker provide a few updates on the education budget and few other highlights in the session. 10 budget bills were passed in the Legislature. A decrease of $400,000 was allotted to the Iowa Economic Development Authority as an entire, not solely the Tourism Office. The Tourism Marketing standing appropriation remains uncapped, and Rebuild Iowa (RIIF) Budget Bill and other issues was explained briefly.
- Contacting elected officials was encouraged and inviting them to their tourism events and meetings.
- TFI will have a planning session June 27-28, 2016 for their incoming and outgoing Board Members.
Marketing Report - Laurie Haman

- A digital on-line guide with advertising links has been generated for the website.
- The membership component on the website is still in the process of being developed with Spinutech. We hope to have a few quick slides to show you at the EITA Annual Meeting.

Membership - Carrie Donaire

- A further explanation and membership input survey was shared. Donaire explained the process and gathering of information that took place and encouraged attendees to delve into their meeting packets and complete the “mini-interview” at their convenience.
- Membership levels remain the same as reported last meeting and the new FY’17 membership drive will begin in June 2016 for FY’17. Membership renewals will be mailed out mid-late June.

Staff/Education 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 recent Power of Travel Day).
- Jordan Daggett has been hired as the Communication Coordinator with the Eastern Iowa Tourism Association. She will begin May 9, 2016 and work four days a week. Tourism is new to Jordan so please welcome her and introduced yourself to her at the next meeting or via e-mail. Koelker shared that she is from LeMars, Iowa and is thrilled to have a team member join her in the office.
- Koelker said the Nominating Committee has heard from some great candidates and she looks forward to presenting a solid and sound FY’17 Slate of Officers with their direction.
- The region will also have one TFI appointment to make. If anyone has a legislative desire to get more involved on the statewide advocacy level a position will open July 1, 2016.
- Koelker has been asked to be an occasional guest with Bob Bruce on his radio show. Koelker is happy to do this and plug events as needed, but will need the assistance of the members and industry to feed her these happenings. Koelker extended an invitation to fill her inbox so she has lots to talk about and share to the listeners. As a side note, Koelker also stated that when she receives media calls and questions she utilizes the calendar of events of traveliowa.com. A reminder to attendees of this tool was provided and encouraged.
- Koelker invited attendees to contact her with any questions or industry assistance that is needed.

Old/New Business – Laurie Haman

No business was addressed.

Next Meeting: June 15-Iowa City, Iowa.

Adjournment: Chelsey Tolle motioned to adjourn. Carrie Donaire seconded. MOTION CARRIED. The meeting was adjourned at 1:25pm.

Respectfully Submitted,

Carrie Koelker
EITA Executive Director