Welcome: Keith Rahe
Introductions/Meeting called to order 11:52 AM. Rahe welcomed attendees.

Approval of Agenda: Keith Rahe
Sheryl Struthers motioned to approve the agenda as presented. Christy Decker seconded. MOTION CARRIED.

Approval of the September Minutes: Keith Rahe
Sheryl Struthers motioned to approve the minutes as presented. Chelsey Tolle seconded. MOTION CARRIED.

President’s Report: Keith Rahe
• Rahe noted that the June 21, 2017 Annual Meeting will be held in Dubuque at the Millwork District.
• A Nominating Committee has been formed to discuss the FY’18 Slate of Officers. If anyone is interested in a leadership role or board seat they should notify Rahe or Koelker with an interest or ask any questions.

Treasurer’s Report: Aaron McCreight/Carrie Koelker
• McCreight presented March 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 from four members.

<table>
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<th>March Income/Expenses:</th>
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<tbody>
<tr>
<td>State Income</td>
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<tr>
<td>Region Income</td>
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<tr>
<td>State Expenses</td>
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<td>Region Expenses</td>
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Income to Date:

| State Income                  | $93,745.53 |
| Region Income                 | $86,405.94 |

TOTAL INCOME: $180,151.47

Expenses to Date:

| State Expenses                | $111,749.83 |
| Region Expenses               | $42,936.12  |

TOTAL EXPENSES: $154,685.95

Legislative/TFI Report: McCreight/Rahe
• 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. Those discussions are being continued. Open discussion took place. Legislative Showcase was noted numerous times that a change is needed and why people do or do not exhibit.
• Rahe noted David Rettig/Amana CVB has been working on a funding levy. Rettig addressed the group on the process, steps, and success of his messaging and partnerships utilized with his elected officials and TFI.
• A TFI Planning Session will take place in late June with the TFI Board.

Marketing Report: Kim Manning
• Manning provided a brief updates on the marketing front of the Travel Guide and website.
Membership Report: Spiff Slifka

- Slifka provided a brief update and asked new members or new attendees to stand and introduce themselves.

Education/Region 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.
- FY’18 Meeting Site bids will be sent to the membership soon, electronically. Members were encouraged to visit and consider hosting a FY’18 meeting.
- Koelker thanked Kit Welch for presenting today.
- The Annual Meeting speaker has been secured, a topic is being narrowed down. Details will be sent out soon.
- An update was provided on the FY’17 Special Projects, including the recent Power of Travel Day and the continued Customer Service Trainings.
- Two seats will be open on the FY’18 Board of Directors.
- Forward planning will be done soon for the FY’18 year, contract details with IEDA.
- Koelker extended thanks to the Power of Travel Day Committee, especially Julie Kronlage for her continued leadership in the event and steering the committee.
- 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: June 21, 2017 in Dubuque.

Adjournment:

Annette Fressman motioned to adjourn. David Rettig seconded. MOTION CARRIED. The meeting was adjourned at 12:32 PM.

Respectfully Submitted,

Carrie Koelker, Executive Director
Eastern Iowa