Eastern Iowa Tourism Association  
General Membership Meeting- Wednesday, May 2, 2018  
Lansing, Iowa  

Welcome: Daryl Parker  
Introductions/Meeting called to order 10:56 am. Parker welcomed attendees. Parker asked the board of directors to introduce themselves and share their roles on the EITA board. Appreciation and thanks shared to the meeting hosts for their hospitality.

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

Approval of March Minutes: Daryl Parker  
Sheryl Struthers motioned to approve the minutes as presented. Mary Van Houten seconded. MOTION CARRIED.

President’s Update: Daryl Parker  
- June 13, 2018 will be EITA’s Annual Meeting held in Maquoketa.
- If you are interested in serving on the EITA Board of Directors contact Carrie. The June meeting will be the election of officers.

Treasurer’s Report: Chelsea Lerud:  
The following March financials were shared:

<table>
<thead>
<tr>
<th>March Income/Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$9,858.76</td>
</tr>
<tr>
<td>Region Income</td>
<td>$2,573.78</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$9,464.08</td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$795.68</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Income to date:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Income</td>
<td>$71,643.03</td>
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<tr>
<td>Region Income</td>
<td>$81,081.11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$152,724.14</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses to date:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>State Expenses</td>
<td>$88,853.51</td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$16,018.68</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$104,872.19</td>
</tr>
</tbody>
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Legislative/TFI Update: Keith Rahe  
- The next TFI Legislative Showcase is scheduled for Wednesday, February 6, 2019 at the Iowa State Fairgrounds in conjunction with the Iowa Tourism Conference. The event will be held on the first night of the Iowa Tourism Conference.  
- TFI will be having a planning session June 25 & 26 at Storm Lake, this will be their planning session for the upcoming year.  
- There was a much discussion on this past legislative session. Items discussed was budget, hotel/motel tax 30-90 days, IWILL, DRAM, and REAP.  
- Detailed discussions on legislative efforts, lobby efforts, and different organizations were discussed as well.

Education Update: Spiff Slifka  
- Slifka reminded all attendees to fill out the survey in packets.  
- Upcoming meeting dates and topics were noted.
Membership Update: 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 Update: Kim Manning

- The requests for 2018 Eastern Iowa Travel Guide have been sent out.
- Drop Shipments to all the partnership and Iowa Welcome Centers have taken place.
- The flipbook is now on the website, with live links to the advertiser’s websites. Advertisers BONUS!
- Eastern Iowa has purchased one of the available and limited truck wraps with the Iowa Tourism partnership. This will be showcased on an ABD truck for 15 months. An Eastern Iowa moving billboard six days a week traveling Iowa, promoting Eastern Iowa and the website.

Region Updates: Carrie Koelker

- In April we jointly hosted the Leadership Institute with Central Iowa Tourism Association in Cedar Rapids at the Hotel Kirkwood. We had 35 delegates at the institute. We are finishing the wrap up up the project and looking into collaborating again next year on the event. It was considered and deemed a success by the attendees. Eastern Iowa was thrilled to have the event take place within the region this year.
- The Design On A Dime special project offering freelance writing, graphic design, and voice over work assisted 14 members with their upcoming needs.
- The 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. This will be a partnership event with the other two regions and take place in Ames (a pre-determined location by the Iowa Tourism Office). It will be another fun-filled educational kind of day!
- The FY19 EITA General Membership RFP’s are now out. We ask that the bids be submitted by May 29, 2018. Any questions, please contact the office.
- EITA has contracted with E&B Management to provide administrative support services for approximately 20 hours per week. Koelker introduced Erin Schmitz with E&B Management. Eastern Iowa looks forward to the partnership.
- If anyone is interested in leadership opportunities within the committees or Board of Eastern Iowa please seek out Koelker, Parker, or any Board Member.
- Koelker thanked IGTA for their partnership.
- Koelker thanked and announced Joe Taylor, Quad Cities CVB Director the best of luck as he transitions to Indiana for a CVB job. She extended an open invitation for his visit anytime and thanked him for his many years of service to tourism in Iowa.

Old/New Business: Daryl Parker

- No old/new business noted. A state report was provided before the meeting between the Iowa Group Travel Association and the Eastern Iowa business meetings.

Next Meeting: June 13, 2018 – Maquoketa

Adjournment:
Rahe motioned to adjourn. Wayne Frantzen seconded. MOTION CARRIED. The meeting was adjourned at 11:25 am.

Respectfully Submitted,
Erin Schmitz
EITA Admin