Welcome and Introductions – Laurie Haman
The meeting was called to order at 12:83 PM. Haman thanked everyone for attending today’s meeting. The FY’16 EITA Board of Directors were introduced, including the absent members and new members. Koelker noted the morning refreshments were provide by the Bellevue Economic Development and Tourism Association. Appreciation was shared for the morning sponsor as well as the location for providing such a wonderful atmosphere on the river.

Approval of Agenda – Laurie Haman
Dan Gleason motioned to approve the agenda. Amanda Schwartz seconded. MOTION CARRIED.

Review and Approval of June Minutes – Laurie Haman
Jessica Pape motioned to approve the June minutes. Fred Stark seconded. MOTION CARRIED.

President’s Update – Laurie Haman
1. Haman reported the region’s FY’16 Budget had been approved by the EITA Board of Directors at their recent meeting and it was included in today’s meeting materials.
2. The FY’16 Special Projects highlights were shared with the attendees and Haman shared that Koelker would detail specifics and updates in her upcoming Director’s Report.
3. The State Contract, Budget, Action Plan and Audit have all been reviewed and submitted by the appropriate deadlines.

Treasurer’s Report – Carrie Koelker
1. Koelker reported the following financial information in the absence of Mark Wyatt.

   Income for July 2015
   State Funds $ 0
   EITA $25,925.63
   Income to date $25,929.63

   Expenses for July 2015:
   State Funds $9,520.46
   EITA $ 0.00
   Expenses to date $9,520.46

2. Koelker detailed a few questions from the attendees about line items and budgets. State funds/partnership/regional funds.
3. Koelker also provided a quick recap on the closed out FY’15. These reports are preliminary as they have to be approved by the Independent Review Team and the EITA Board of Directors.

   FY’15 Expenses: $210,609.06
   FY’15 Income: $218,122.47

   • Koelker shared details of a few line items that were over and under due to travel increases, web site funding expenses had not been utilized, extra committee participation and involvement, and being down a staff member (since March) all assisted in the year end balances. Koelker also noted that reserves were not utilized, as expected and the increase in travel guide sales closed out another sound financial year for the association.
4. The EITA Board of Directors will review and approve the financials at their upcoming October meeting.
State Report – Amy Ziegler
1. The Iowa Tourism Conference registration still remains open online until October 14. The conference will be held in Ottumwa October 21-23. The keynote speakers and breakout sessions promise to be productive. Silent auction items are needed and due October 9. Slots still remain open for the soundbites session with the Welcome Center staff. Ziegler explained the ‘selfie’ promotion to participate in while traveling to the conference #ITC15.
2. Traveliowa.com rolled out the American package featuring four small towns. Wine will be the next content package focus.
3. The Bridges of Madison County promotion is currently running. The giveaway is two tickets to the national tour launch including an overnight stay in Des Moines for late November.
4. Midwest Living is searching for the greatest small town. Tag Twitter and Instagram images with #MLGreatestTown. They will narrow down a list and have readers vote in January.
5. Travel Guide ads are due before November 4.
6. Co-op opportunities are still available. Contact Colleen Murphy with any questions.

Legislative Report– Keith Rahe/Carrie Koelker
1. Eastern Iowa District Leaders no longer need to sign up every year, you will automatically be renewed unless you request to be removed. New District Leaders are encouraged and can be added at the upcoming Tourism Conference of by contacting your region Director. Rahe encouraged all to participate in this role. Koelker will be cleaning up and organizing the list of Eastern leaders so they can be coordinated for a statewide effort and database.
2. The TFI Annual Survey has once again defined the priorities for the upcoming session. The TFI Marketing Committee is in the process of preparing handouts for the conference to detail the dynamics of the survey results.
3. The TFI Board meets monthly, Rahe updated attendees on the recent and upcoming discussions and event, highlighting the upcoming Legislative Luncheon and Showcase.
4. Rahe extended his appreciation for being able to serve his role on TFI representing the region. The delegation representing Eastern Iowa this year are: Aaron Buzza, Wes Ehrecke, Rustin Lippincott, Keith Rahe, and Carrie Koelker.

Education Report-Christy Decker
1. Christy encouraged all attendees to take the personal leadership assessment the presenter offered today. Eastern Iowa would pick up the fee for each attendee to partake in survey.
2. Decker highlighted the upcoming January session in detail. With the overwhelming positive response of the Digital BootCamp offered last March, we will be advancing this opportunity with the same firm to offer BootCamp 2.0.
3. Decker shared the upcoming meeting locations and schedule with all attendees and requested input on sessions/topics/speakers.

Marketing Report – Laurie Haman
1. Haman plugged the 2016 Eastern Iowa Travel Guide advertising opportunity and thanked all present members that have secured an ad space. The completed guide will be completed by February 2016. Currently 26 placements have been secured, totaling $18,675. Time still remains.
2. A member portal for our website is being researched. This will take place this year and new bids are being gathered and the potential opportunity of the site is being defined. Haman requested all members to consider their needs as we launch into a new membership focused portal to enhance meetings/topics/speaker, etc.
3. Present members noted the absence they are missing at the Iowa State Fair from tourism and the opportunity to showcase Iowa’s offerings. Discussion took place on marketing, opportunities, and partnerships.

Membership/Region Updates – Carrie Koelker
1. Membership renewals/County contributions and submission forms are being processed. Second invoices will be mailed later this week.
2. Koelker welcomed new members that have joined:
   - Off Shore, Bellevue
   - Journal and Topics Media-Des Plaines, IL
   - Century House, Dyersville
3. A reminder was provided to all members that all renewals are due no later than October 1, 2016 to be listed in the upcoming EITA Travel Guide.

4. Koelker thanked the Board members and membership for their active participation and congratulated all on the regional and positive partnership levels we have been able to maintain.

5. A brief update was provide by Koelker on the Iowa Tourism Sector Plan. Koelker is serving as one of the 25 members on the Advisory panel. The EITA Board has endorsed the extended efforts of the plan. The Plan will be unveiled and shared at the Iowa Tourism Conference.

6. The FY’15 Independent Review and Audit have been completed for Eastern Iowa Tourism. This was completed during the month of August, a large time commitment but the security for all non-profits is worth the time investment and value. This is an annual requirement in our State Contract.

7. The search for a 30 hour a week Communications Coordinator is still being phased into the office operations. Tonya Reicher has been hired to fill that role and hopes to begin after her maternity leave is complete. Goal of September 30th is in place.

8. The Region has 10 Iowa Tourism Scholarships to award. They are in the process of being reviewed and awarded not later than September 9. Reminder that the tourism conference deadline was approaching, so sign up was encouraged.

9. Koelker detailed the FY’16 Special Projects in detail and shared how they pair with the Action Plan and vision on the organization. She appreciated members sharing their needs and request, as this assist with aligning programming efforts. Additional details will be shared at upcoming meetings and membership announcements.

10. Koelker asked those in attendance to pay special attention to the yellow sheet in their meeting packet. Koelker asked the membership to take a moment to complete the surveys as they will be used for upcoming meeting ideas and to enhance all meetings. Input is welcome.

11. Koelker extended thanks and appreciation to the state, members, counties, and all involved to make Iowa Tourism and the mechanics of a successful private public partnership shine. Special gratitude was extended to the EITA Board of Directors for their recent heavy lift at meetings, volunteering, and orchestrating leadership at all levels.

12. Upcoming Meetings/Opportunities/Events were highlighted.

**Old Business/New Business – Laurie Haman**

None mentioned.

**Adjournment**

A motion to adjourn was made by Keith Rahe. Gleason seconded. MOTION CARRIED. The meeting was adjourned at 1:32 PM.

Respectfully Submitted,

Carrie Koelker
Executive Director