Welcome: Daryl Parker  
Introductions/Meeting called to order 1:00 PM. Parker welcomed attendees. Parker 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 Williamsburg for their hospitality.

Approval of Agenda: Daryl Parker  
Annette Freesman motioned to approve the agenda as presented. Fred Start seconded. MOTION CARRIED

Approval of June Minutes: Daryl Parker  
Aaron McCreight motioned to approve the minutes as presented. Darla Kelchen seconded. MOTION CARRIED

President Updates: Daryl Parker  
- Parker discussed the FY’18 meeting schedule with dates and locations for all. Parker mentioned the location for the annual meeting is still TBD, however will be located somewhere in Jackson County in June 2018.  
- Parker noted that the region had a $20,000 budget cut. $15,000 financially and a appointed and restricted project for $5,000 that a voice would be heard and members could be shared toward THIS IS IOWA Videos input.

Treasurer’s Report: Chelsea Tolle/Carrie Koelker  
- The following shared the recent June (year-end) financials that were approved by the Board after the meeting.

<table>
<thead>
<tr>
<th></th>
<th>State Income</th>
<th>Region Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>June Income/Expenses</td>
<td>$8,805.40</td>
<td>$2,6210.75</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$1,364.45</td>
<td></td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$15,452.29</td>
<td></td>
</tr>
</tbody>
</table>

Income to date:  
- State Income $123,329.00  
- Region Income $94,278.20  
- TOTAL $217,607.20

Expenses to date:  
- State Income $121,313.54  
- Region Income $78,473.73  
- TOTAL $199,787.27

State Report: Amy Ziegler  
- A brief State Report was provided prior to the meeting by Ziegler. She shared the highlights to their new website.

Legislative/TFI Report: Aaron McCreight  
- District Leaders slots are being filled with past leaders and tourism contacts. If you served in the past and would like to be added or removed please reach out to Carrie Koelker. This will also be solidified at the upcoming Iowa Tourism Conference.  
- The TFI Survey for issues was reminded to complete.  
- Updates from the past meetings were shared.
The discussion on the Iowa Tourism Conference and Legislative Showcase were discussed and input was acknowledged that change was needed and being implemented for Showcase. TFI would solidify this and make the industry aware of the opportunity once details were finalized.

**Education: Spiff Slifka**
- Slifka reminded all attendees to fill out survey in packets. She mentioned the evaluations that were filled out from the Annual Meeting as well as all of the speaker suggestions she gathered from those surveys. Slifka also mentioned again the meeting dates and locations. As far as sessions, Slifka and Koelker are working to secure speakers and a few added BONUS SESSIONS prior to the meetings for those that would like extra education and topic coverage.

**Membership Report: Laura Bandfield**
- Bandfield reminded everyone that their membership invoices were mainlined in July and August. Renewals have been processed to date and final invoices will be sent out later this month.

**Marketing/Region Updates: Carrie Koelker**
- Koelker mentioned the Iowa Tourism Conference Scholarship deadline is approaching. She plugged attendance for the upcoming Iowa Tourism Conference in Sioux City. She also talked about what the event will include and where to find the agenda and meal schedule. To qualify you need to be in a county of good standing and plan to attend the Iowa Tourism Conference. We have 10 to award.
- Koelker presented the special projects, specifically the joint effort of the Iowa Tourism Leadership Institute (March/April) Design On a Dime (early spring 2018). The Region is still awaiting the approval and nod from IEDA for the projects to be accepted and confirmed and project details. They will be shared once finalized and planning in implemented.
- Koelker will research potential webinars if funds remain available for the coming year.
- The 2018 Travel Guide ads are being secured and solicited. Appreciations was extended to the members that have already submitted their placements. The project will be completed in February 2018 featuring all partners and members of Eastern Iowa Tourism. All members need to submit their submission with their payments or from the Eastern Iowa Tourism website.
- Lots of dates and deadlines were shared.

**Old/New Business: Daryl Parker**
- Parker again stressed the appreciation to our partners that emphasize partnerships are key to the industry and the region programming.
- He looks forward to seeing everyone at the comings meetings.

**Next Meeting: January 3, 2018 – Waterloo**

**Adjournment:**
Darla Kelchen motioned to adjourn. Annette Freesman seconded. MOTION CARRIED. The meeting was adjourned at 1:24 PM

Respectfully Submitted,

Carrie Koelker
EITA Executive Director