Welcome: Keith Rahe
Introductions/Meeting called to order at 12:15 PM. Rahe welcomed attendees. Rahe also asked those that were new to a meeting, place of business, or their positions to raise hands. Rahe also had the new members introduce themselves.

Approval of Agenda: Keith Rahe
Karla Thompson motioned to approve the agenda as presented. Darla Kelchen seconded. MOTION CARRIED

Approval of June Minutes: Keith Rahe
Christy Decker motioned to approve the minutes as presented. Annette Freeseman seconded. MOTION CARRIED

President Updates: Keith Rahe
- Rahe discussed the FY’17 meeting schedule with dates and locations for all. Rahe mentioned the location for the annual meeting is still TBD, however will be located somewhere in Dubuque County.

Treasurer’s Report: Aaron McCreight
- McCreight shared the recent July 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><strong>July Income/Expenses</strong></td>
<td>$0.00</td>
<td>$23,318.00</td>
</tr>
<tr>
<td>State Expenses</td>
<td>$12,645.00</td>
<td></td>
</tr>
<tr>
<td>Region Expenses</td>
<td>$0.00</td>
<td></td>
</tr>
</tbody>
</table>

Income to date:
- State Income: $0.00
- Region Income: $23,318.09
- TOTAL: $23,318.09

Expenses to date:
- State Income: $12,645.49
- Region Income: $0.00
- TOTAL: $12,645.49

State Report: Amy Ziegler
- Ziegler mentioned that Jenna Beary joined as Partnerships Manager last week and is already working on travel guide ads, coop, and conference planning. She joins Katie Titus and Nicole Yoder who started in July, which means they officially have a full staff!
- Ziegler also mentioned that the Tourism Conference will be Oct. 19-21, and that registration is open, however the rates increase on Sept. 15 (from $210 to $230). Single day registrations are available. The agenda is also available on our website – [www.traveliowa.com/conference](http://www.traveliowa.com/conference)
- She informed members that they are now accepting Silent Auction Donations and that the auction helps fund educational opportunities and to keep the conference affordable.
- Ziegler presented numbers for the US Travel Report. The report is now available on their website. Tourism-related expenditures topped $8 billion for the second year in a row, state tax receipts were $466.7 million (25% increase over 2014).
- She mentioned that the Enhance Iowa Board has been appointed. Reps from Eastern Iowa include Mark Kapfer from Bettendorf, Stefanie Kohn from Cedar Rapids, and Tammy Robinson from New Hampton.
- Tourism grants have also been awarded. Grantees are listed on our website.
- She announced that the tourism office won a Hashie Award for Best Contest (Des Moines Social Media Club) for the Pizza Madness brackets they hosted on social media.
- Ziegler also mentioned that the Travel Iowa homepage was redesigned in August based on analytics and heat-mapping data. They added more obvious links to attractions, lodging and dining, more feature boxes,
Eastern Iowa Tourism Association
General Membership Meeting- Annual Meeting
Wednesday, September 7, 2016
Cedar Rapids Public Library, Cedar Rapids

and a larger social media presence on the home page. We continually work to improve the site, if you have questions or ideas, let me know.

- Ziegler lastly mentioned that there are a few opportunities are still available for Co Op: Travel Guide Ads – Final deadline is TODAY. Traveliowa.com – sponsored listings and leads Best of the Midwest, Midwest Living, Madden Media SEM, and YouTube. Jenna is contact on all.

**Legislative/TFI Report: Rustin Lippincott/Carrie Koelker**

- Lippincott mentioned that the TFI Board is in process of selecting their district leaders. If you are interested in being a district leader contact Carrie Koelker. TFI surveyed over 200 people and are looking over those surveys to find the specific areas of importance. Rahe explained the TFI process and the Legislative Showcase that will be held on January 31, 2017.

**Education: Carrie Donaire**

- Donaire 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. Donaire also mentioned again the meeting dates and locations. She suggested members think about car-pooling to bring more members. As far as sessions, Carrie D and Carrie K are working to get those booked.

**Marketing Report: Kim Manning**

- Manning mentioned the advertising in the 2017 Travel guide is still open for members to reserve their placements. Manning also mentioned a few of the great benefits of the new website that will be coming soon.

**Membership Report: Spiff Slifka/Carrie Koelker**

- Koelker went over the new members that have joined this year. She also reminded members to renew their memberships, and to be sure to fill out all forms to ensure their placement in the 2017 Travel Guide.

**Region Updates: Carrie Koelker**

- Koelker mentioned the Iowa Tourism Conference Scholarship deadline is Friday, September 9, 2016. She also talked about what the event will include and where to find the agenda and meal schedule.
- Koelker presented the special projects, specifically the Hospitality Training. EITA partnered with the Iowa Office of Tourism and Iowa State University Extension Outreach Office (ISUEO) to host 2 hour sessions in 9 communities. She explained that this special project will be a trainer that is assigned through ISUEO based on the community’s needs and wants. She also mentioned the other special projects that are in the works, Media Relations Training, Power of Travel Day. She presented a sneak peek of the coming website.

**Old/New Business: Keith Rahe**

- Rahe again stressed the importance of the Iowa Tourism Conference and to register.

**Next Meeting: January 4, 2017 – Eagle Point Park Lodge, Clinton**

**Adjournment:**
Denise Stillman motioned to adjourn. Karla Thompson seconded. MOTION CARRIED. The meeting was adjourned at 12:59 PM

Respectfully Submitted,

Jordan Daggett
EITA Staff