

Loess Hills Alliance
Economic Development Committee Meeting
DRAFT MINUTES
December 5, 2016

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:06 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA. Condolences and sympathy were expressed by the Economic Development Committee for the loss of Brent Olson, Loess Hills Alliance Treasurer.

II. Roll Call

Shirley Phillips, Michelle Wodtke Franks, Teresa Miller, Brenda Windmuller, Pat Hume, Jeff Franco, Mark Eckman, Kathy Dirks, Jeremy Butrick, Doug Kuhlmann, Dawn Snyder, Justin Herbst, and Renea Anderson were present.

A Motion to approve the Minutes from August 29, 2016 was made by Doug Kuhlmann, seconded by Michelle Wodtke Franks. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. Michelle Wodtke Franks, Golden Hills RC & D Representative, presented the Financial Reports to the Economic Development Committee. Our Iowa Magazine was paid \$332.00 for Oct/Nov 2016 and \$332.00 for Dec/Jan 2017 (1/6 vertical page ads), Sioux City Journal Communications was paid \$780.00 for September 2016 Billing, Western Iowa Tourism Region was paid \$720.00 for 12 Month Website Ad, \$2,800.00 for Omaha World Herald-July/Aug Ad, and \$1,100.00 for LHNSB Guidebook Ad/Omaha World Herald-July/Aug, and National Guard of Iowa was paid 165.00 for the Loess Hills Marketing. As of 11/30/2016 Open Funds to Obligate or Carryover is \$12,092.42 and Cash On Hand is \$58,661.43.

A Motion was made by Dawn Snyder, seconded by Justin Herbst to accept the Financial Report. Motion carried.

IV. Old Business

A) Advertising Update – Two new thank you cards were received from the Lucky I Prize winners for the Our Iowa magazine. Mills and Fremont Counties will be in the next rotation to present the Lucky I Prize \$100.00 gift donations for Our Iowa magazine. The State Archaeologist have started on the video and advertising brochures for The Highway 20 Archeology Project that will be used for future advertising of the Loess Hills. Michelle Wodtke Franks is working on the visitloesshills.org website to transfer the domain, create a drop down box to each County, and a link into Traveliowa.com. A Web Graphics Project Quote for the Loess Hills Scenic Byway Guidebook was passed around to the Economic Development Members.

50,000/\$17,689.60 plus shipping
70,000/\$23,173.29 plus shipping

With 70,000 Guidebooks printed in 2014, the LHA has approximately 20,000 left, stored at Golden Hills RC & D and Monona County Conservation Board. At this time, the Economic Development Committee members decided to wait until needed to reprint the Loess Hills Scenic Byway Guidebooks. 5000 each of the Motorcycling, RV ing, and Birding Brochures were reprinted and some of the brochures were brought to the ED meeting today to be distributed. Due to the amount of new changes, the old brochures will need to be recycled.

B) Web Traffic and Improvement/Update- The November stats for the visitloesshills.org website were 1,074 visits with 84.17% new visits and 1,884 page views. The report showed the visitor, United States, with 873 Sessions(81.28%). The November stats for the loesshillsalliance.com website were 142 visits with 88.73% new visits and 233 page views. The report showed the international visitor, Russia, with 63 sessions(44.37%).

C) Fulfillment Report from WITR Shirley Phillips stated that the Western Iowa Tourism Region offices have moved to Sac City now and will continue to work with the Loess Hills Alliance for the mailing of the Fulfillment Request.

V. New Business: None

Announcements:

The Loess Hills Alliance Day on the Hill will be held on Monday, March 13, 2017 from 11:00 am to 4:00 pm at the Iowa State Capitol Rotunda. There were 21 new Legislatures elected in November 2016. The LHA Members are encouraged to talk to their County Supervisors and State Legislatures about the Loess Hills Alliance and the Day on the Hill event.

A Western Iowa Legislative Forum will be held on December 14, 2016 at the Mondamin Community Center from 9:00 am to 11:00 am. Some of the topics and speakers will be PDI Legislative Perspective, LHA Lobbyist (Craig Patterson), and IWILL Representatives.

Renea and Brenda attended a meeting with SIMPCO in Sioux City where Keep Iowa Beautiful Director, Jerry Schnepf, was speaking about a possible project that could involve the LH Byway. If anything comes up that they can partner with LHA for in the future, Keep Iowa Beautiful will contact LHA.

Next Meeting Date: To be emailed to all LHA Economic Development members after dates have been established.

VII. Adjournment: Chairman, Renea Anderson adjourned the Economic Development meeting at 11:00 AM.

Respectfully Submitted by
Jeannette Riesberg
LHA Office Secretary

