

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**DRAFT MINUTES**  
**May 16, 2016**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:05 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Shirley Phillips, Michelle Wodtke Franks, Jeff Franco, Cindy Thompson, Mark Eckman, Kathy Dirks, Jeremy Butrick, Teresa Miller, Doug Kuhlmann, Justin Herbst, and Renea Anderson were present.

A change was needed on the February 29, 2016 Minutes. Under “Old Business”, “Advertising Update”, the sentence should read “The Economic Development Committee decided to obligate the remaining \$31,133.19 funds for reprinting and mailing of Loess Hills marketing materials as needed”. Motion to approve the amended Minutes from February 29, 2016 was made by Doug Kuhlmann, seconded by Shirley Phillips. 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 Report to the Economic Development Committee. Our Iowa Magazine was paid \$332.00 for 1/6 vertical page ad-April/May 2016, IEDA Foundation was paid \$2,500.00 for ABD Truck Wrap, National Guard of Iowa was paid \$165.00 for Loess Hills Marketing, and IEDA Foundation was paid \$5,125.00 for 2016 Coop Partnership. As of 05/9/2016 Open Funds to Obligate or Carryover is \$41,840.85 and Cash On Hand is \$53,889.70. Funding for the Loess Hills Alliance will approximately be the same for the 2017 Fiscal year. The Loess Hills Alliance members will need to engage with the Legislatures to raise awareness for future funding for the Loess Hills.

A Motion was made by Cindy Thompson, seconded by Kathy Dirks to accept the Financial Report. Motion carried.

#### **IV. Old Business**

A) Advertising Update – Thank you cards continue to be received from the Lucky I Prize winners for the Our Iowa magazine. The ABD Truck Wrap of the Loess Hills is still traveling around the country, but at this time none of the Committee members have seen it.

The Committee will continue advertising the Loess Hills through the Western Iowa Tourism Region Cooperative Advertising Insert, Omaha World Herald (June, July & August inserts), Iowa National Guard Post magazine, Sioux City Visitors Guide, Council Bluffs Visitors Guide, and Our Iowa magazine. A discussion was held on advertising through the 2017 Cooperative Partnership Opportunities.

A Motion was made to advertise the Loess Hills through the 2017 Cooperative Partnership Opportunities by Shirley Phillips, seconded by Mark Eckman through the following:

Iowa Travel Guide- Full Page/\$5,250.00

Iowa Travel Guide-1 Photo/\$300.00

Tristate Package/\$1,000.00

Iowa Package/\$350.00

Vacation Iowa/\$600.00

Trip-Advisor/\$2,000.00

Digital Billboards: Omaha-May/June \$1000.00

Totaling \$10,500.00. Motion carried.

B) Web Traffic and Improvement/Update- The April stats for the visitloesshills.org website were 2,366 visits with 85.55% new visits and 4,749 page views. The report showed the visitor, United States, with 1,878 Sessions(79.37%). The April stats for the loesshillsalliance.com website were 448 visits with 89.06% new visits and 540 page views. The report showed the international visitor, Russia, with 159 sessions(35.49%).

The visitloesshills.org website is gaining popularity.

C) Reprinting of Motorcycling, RV ing, & Birding Brochures- At this time, there is a shortage of boxes of the Motorcycling, RV ing, & Birding Brochures. The brochures were printed approximately a year ago. Discussion was held on the pricing of the brochures and how many brochures were needed. A Motion was made by Cindy Thompson, seconded by Justin Herbst to reprint 5000 of each of the Motorcycling, RV ing, and Birding Brochures with a total of \$1,554.53. Motion carried. The Economic Development Committee is in the process of giving the needed changes to Jeremy Butrick before reprint (first week of June).

D) Reprinting of the Loess Hills Brochure- At this time, there is a few pallets left of the Loess Hills National Scenic Byway Guidebooks. Golden Hills RC & D is applying for an Iowa West Foundation Grant through the Loess Hills Alliance with in-kind match to help fund the reprinting of the Loess Hills National Scenic Byway Guidebooks.

A Motion was made by Shirley Phillips, seconded by Doug Kuhlmann to obligate up to \$20,000.00 funds for reprinting and mailing of LH marketing materials as needed. Motion carried. If any changes are needed for the Loess Hills Guidebook, the Committee will send them to Michelle Wodtke Franks. The Loess Hills National Scenic Byway Guidebooks will be reprinted this fall. The Economic Development Committee will write a letter of support for the Iowa West Foundation Grant.

**V. New Business:** Chairman, Renea Anderson, presented the LHA Policies & Procedures Manual Economic Development Committee Input to the Economic Development Committee members. The committee meets quarterly at a central location and membership consists of representatives from all 7 of the Loess Hills Counties. The Chairman of the Economic Development Committee will be nominated from the Chairman and committee members and voted on with majority rule. The Chairman serves yearly with no term limit, elected at August meeting. For voting rights within the Economic Development Committee, each committee person gets 1 vote. The LHA Executive Committee appropriates the annual funding for the LHA Economic Development Committee. A Motion was made by Kathy Dirks, seconded by Doug Kuhlmann to approve the updates presented by the LHA Economic Development Committee for the LHA Policies & Procedures Manual. Motion carried.

**Announcements:** Cindy Thompson, a member of the Loess Hills Alliance Economic Development Committee and the Pottawattamie County Conservation Board is retiring. We wish her the best and thank her for her service. Jeff Franco from the Pottawattamie County Conservation Board will be attending future Loess Hills Alliance Economic Development Committee meetings. We welcome Jeff to the Loess Hills Alliance.

A letter of resignation from the board was received from Erica Newton as her new responsibilities as executive director with the Events & Facilities Department with the City of Sioux City will keep her time occupied. She stated that Dawn Snyder and Mark Monson being on the board will cover Woodbury County sufficiently.

The Heartland Byways Conference went well with 90 people from 8 states in attendance. There is an interest in hosting this event in the future. Michelle Wodtke Franks thanked the Economic Development Committee for their sponsorship funding to the Heartland Byways Conference.

The LHA Full Board meeting will be held on June 1, 2016 at 1:00 pm at the Dorothy Pecaut Nature Center. The LHA Stewardship Committee and the LHA Protection Committee members will meet at 9:00 AM at the Dorothy Pecaut Nature Center on June 1, 2016 for a tour of Broken Kettle Grasslands Preserve. The Economic Development Committee members are welcome to attend.

**VI. Next Meeting Date:** Monday, August 29, 2016 at 10:00 am., Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**VII. Adjournment:** Chairman, Renea Anderson adjourned the Economic Development meeting at 11:58 AM.

Respectfully Submitted by  
Jeannette Riesberg  
LHA Office Secretary

