

Loess Hills Alliance
Economic Development Committee Meeting
DRAFT MINUTES
August 29, 2016

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:04 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Shirley Phillips, Michelle Wodtke Franks, Brenda Windmuller, Graham McGaffin, Chad Graeve, Pat Hume, Jeff Franco, Mark Eckman, Kathy Dirks, Jeremy Butrick, Twila Larson, Doug Kuhlmann, Dawn Snyder, Justin Herbst, John Doershuk, Brennan Dolan, Kathy Gourley, and Renea Anderson were present.

A Motion to approve the Minutes from May 16, 2016 was made by Twila Larson, seconded by Pat Hume. 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-June/July 2016, Sioux City Journal Communications was paid \$780.00 for May 2016 Billing, and Western Iowa Tourism Region was paid \$13,200.00 for Co-operative Advertising, \$1,400.00 for Omaha World Herald-June, and \$550.00 for LHNSB Guidebook Ad/Omaha World Herald-June. As of 06/30/2016 Open Funds to Obligate or Carryover is \$25,205.86 and Cash On Hand is \$36,787.89.

At this time, FY17 Appropriation/\$32,000.00 for the LHA Economic Development Committee has not been approved by the LHA Executive Committee. An error was found on the FY 2017 Financial Report.

A Motion was made by Doug Kuhlmann, seconded by Pat Hume to accept the FY2016 Financial Report and to ask for clarification of the FY2017 Financial Report and to email the amended FY2017 Financial Report to all LHA Economic Development Members this week. 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. Monona County had an Our Iowa magazine/Lucky I Prize winner from 2015 stay in the RT Reese Cabin during the 2016 summer season.

At this time, Loess Hills advertising will stay the same. Loess Hills information continues to be sent out from the leads from Midwest Living magazine.

B) Web Traffic and Improvement/Update- The May stats for the visitloesshills.org website were 2,956 visits with 81.50% new visits and 5,943 page views. The report showed the visitor, United States, with 2,255 Sessions(76.29%). The May stats for the loesshillsalliance.com website were 517 visits with 86.65% new visits and 597 page views. The report showed the international visitor, Russia, with 246 sessions(47.58%).

The June stats for the visitloesshills.org website were 3,028 visits with 81.90% new visits and 6,294 page views. The report showed the visitor, United States, with 2,466 Sessions(81.44%).

The June stats for the loesshillsalliance.com website were 326 visits with 84.05% new visits and 409 pageviews. The report showed the international visitor, Russia, with 194 Sessions(59.51%).

The July stats for the visitloesshills.org website were 2,837 visits with 81.99% new visits and 5,807 pageviews. The report showed the visitor, United States, with 2,325 Sessions(81.95%).

The July stats for the loesshillsalliance.com website were 276 visits with 86.59% new visits and 319 pageviews. The report showed the international visitor, Russia, with 176 Sessions(63.77%).

A motion was made by Dawn Snyder, seconded by Justin Herbst to have Michelle Wodtke Franks from Golden Hills RC & D rebuild the loesshillsalliance.com website.

Motion carried.

C) Reprinting of Motorcycling, RV ing, & Birding Brochures Update- The Economic Development Committee has been working on any updates that are needed for the Motorcycling, RV ing, & Birding Brochures. Jeremy Butrick will email a new updated Rv ing brochure for all Economic Development Members to look at before the end of the week. All changes for the brochures will be need to be turned in to Renea Anderson by Friday, September 2, 2016 for reprinting. The month and year will be on the new brochures to differentiate from the old ones. It has been requested to destroy the old brochures when the new brochures are distributed due to several changes. The Board agreed that if any county does not respond to the request for information and updates for the reprinting, Anderson is to consider the information correct to the best of the committee's knowledge and reprint with the information received from the responding counties.

D) Reprinting of the Loess Hills Brochure- Golden Hills RC & D and Monona County Conservation Board have some boxes of the Loess Hills National Scenic Byway guidebooks left if needed for distribution. If any changes are needed, the Committee will send them to Michelle Wodtke Franks. The Loess Hills National Scenic Byway Guidebooks will be reprinted this fall.

V. New Business:

A) Iowa Prairie Conference- Graham McGaffin and Chad Graeve presented the 2017 Iowa Prairie Conference information to the LHA Economic Development Committee.

The Conference will focus on all the work that is being done for the prairies in the Loess Hills, consist of morning presentations and afternoon field trips, and showcase Hitchcock Nature Center, Waubonsie State Park, and the Loess Hills Natural Scenic Byway. At this time, the date of the 2017 Prairie Conference will be revisited due to College World Series conflicts.

Financial support is needed for the 2017 Iowa Prairie Conference. This is the list of the anticipated expenses:

Presenters/\$2,500.00

Room Rental/\$2,050.00

Printing/\$750.00

Food/\$5,100.00

Bus Rental/\$5,000.00

Event Planning/\$11,040.00

Total/\$26,440.00

A Motion was made by Twila Larson, seconded by Kathy Dirks to allocate \$5000.00 from the Loess Hills Alliance Economic Development Committee for the Bus Rental Sponsorship at the 2017 Iowa Prairie Conference. Motion carried.

B) State Archaeologist- John Doershuk and Brennan Dolan presented the State Archaeologist program to the LHA Economic Development Committee Members. The Highway 20 project which includes Woodbury, Ida, and Sac Counties will be done in 2018. With the dirt being moved, the project is impacting the environment through cultural, archeology, and natural resources. This Project has been about Balance. Surveying of 8,270 acres is being done with 70 new sites found and 14 of them will be eligible for the National Register. With the good preservation of the soil, artifacts and a soil outline of a bison was found within the Correctionville Locality. The State Archaeologist have been visiting with 32 different Native American Tribes. A video of the archeology project will be released in the Spring on YouTube and brochures will be made and emailed to Shirley Phillips for future use.

Announcements:

Renea Anderson passed around the Loess Hills Alliance Economic Development Committee FY 2016 Annual Report to all the Committee Members.

Michelle Wodtke Franks passed around a pamphlet of the 2016 Southwest Iowa Art Tour held on September 17-18, 2016.

Dawn Snyder passed around a pamphlet of the 2016 Dorothy Pecaut Nature Center Nature Calls held on September 10, 2016.

VI. Next Meeting Date: Monday, December 5, 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 12:25 PM.

Respectfully Submitted by
Jeannette Riesberg
LHA Office Secretary