

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
December 4, 2017

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:01 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Doug Kuhlmann, Shirley Phillips, Kathy Dirks, Jeremy Butrick, Justin Herbst, Twila Larson, Rebecca Castle, Pat Hume, Mark Eckman, and Renea Anderson were present.

A Motion to approve the Minutes from August 28, 2017 was made by Twila Larson, seconded by Doug Kuhlmann. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report showed Web Graphics was paid \$113.31 for shipping additional brochures, Sioux City Journal Communications was paid \$780.00 for the Visitor Guide ad, Golden Hills was paid \$102.14 for LHNSB Guidebook mailings and \$194.95 for Domain renewal, and Western Iowa Tourism Region was paid \$144.42 for Guidebook mailings, \$150.00 for Membership Dues, and \$720.00 for 12 month website ad. As of 11/27/2017 Open Funds to Obligate or Carryover is \$12,300.47 and Contract Obligations is \$26,784.66.

A Motion was made by Pat Hume, seconded by Kathy Dirks to accept the Financial Reports. Motion carried.

IV. Old Business

A) Advertising Update- Anderson stated that the Loess Hills Alliance ad is on the WITR website. The updated RVing, Motorcycling, and Birding brochures have been dispersed throughout the Loess Hills region. The brochures will be linked to the visitloesshills website. Members of the Loess Hills Alliance have seen the public using the brochures.

B) Tourism Conference- The Loess Hills Alliance had a booth promoting the Loess Hills at the 2017 Iowa Tourism Conference in Sioux City on October 25-27. A new map of the Loess Hills, made by Jeremy Butrick, was on display. Cities and towns were added on the map along Interstate 29 to show the interchanges into the Loess Hills. For example; Akron, Sioux City, Onawa, Missouri Valley, Council Bluffs, Glenwood, Hamburg, etc. The Executive Committee will discuss the funding of the maps and how many are needed at their meeting on December 6th.

V. New Business:

A) New 2016 Tourism Expenditure Numbers- Renea Anderson presented the Economic Impact of Travel Report of the 7 Loess Hills Counties to the Economic Development Committee. The Iowa Tourism Office was unable to fund the report due to budget cuts. Several groups joined forces to fund it including WITR, TFI, IGTA, EITR, CITR, and others.

Plymouth County: 24.71 Million/Ranked 41st

Woodbury County: 299.58 M/8th

Monona County: 19.36 M/51st

Harrison County: 27.85 M/36th

Pottawattamie County: 302.28 M/7th

Mills County: 8.13 M/82nd

Fremont County: 15.19 M/63rd

A suggestion was made to take this information to each Counties' Supervisors to show them that the Loess Hills Counties received over \$600 million through Iowa tourism.

B) Meeting Dates for 2018- The Loess Hills Alliance Economic Development Committee discussed the 2018 meeting dates. The 2018 Loess Hills Alliance Economic Development meeting dates will be:

March 5, 2018

June 4, 2018

September 4, 2018

December 3, 2018

All the LHA Economic Development meetings will be held at 10:00 AM at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

Announcements:

The Economic Development Committee Members decided that they would like to receive only their individual Economic Development meeting information when emails from the LHA Secretary, Jeannette Riesberg are sent out.

Roger Brooks will be speaking on Tourism and the latest trends at Manning on April 25, 2018 from 8:00 am - 4:00 pm and on April 26, 2018 from 8:00 am – 11:30 am. The LHA Secretary, Jeannette Riesberg will forward the flyer to the Economic Development Committee Members when the flyer is completed.

Renea Anderson will be attending the Legislature Forum in Mondamin on Wednesday, December 6th. Iowa Tourism and Collective Bargaining will be discussed. Anderson asked the Economic Development Members to thank the State Legislatures for supporting the Loess Hills Alliance.

A “Touring the Loess Hills” video has been made and will be put on You-Tube and the Loess Hills Alliance Face-book page.

Next Meeting Date: Monday, March 5, 2018 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

VII. Adjournment: A motion to adjourn was made by Twila Larson, seconded by Kathy Dirks. Motion carried. The meeting was adjourned at 10:57 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.