

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
March 5, 2018

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:08 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Doug Kuhlmann, Kathy Dirks, Justin Herbst, Rebecca Castle, Sam Stivers, Mark Eckman, and Renea Anderson were present.

A Motion to approve the Minutes from December 4, 2017 was made by Doug Kuhlmann, seconded by Mark Eckman. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report showed that Sioux City Journal was paid \$780.00 for the Winter Visitors Guide ad and Western Iowa Tourism Region was paid \$39.18 for Guidebook Postage. Open Funds to Obligate or Carryover as of 02/28/2018 is \$11,520.47 and Contract Obligations is \$26,745.48.

IV. Old Business

A) Advertising Update- The Committee held a discussion on what Loess Hills advertising they would like to keep funding FY2018-19. At this time, the Loess Hills are not advertised in The Iowan and the IA Outdoors magazines. The Our Iowa magazine comes out by-monthly and introduces the Lucky I prize. Each of the seven Loess Hills Counties takes turns to present the \$100.00 gift donation for the Lucky I prize and many thank-you's have been received from the winners. The Iowa National Guard Post magazine reaches 17,000 enlisted men, women, and officers. The Alcohol Beverages Division (ABD) Truck Wrap of the Loess Hills is at the end of its' second year. Options were also discussed to cut some of the ads in the Sioux City, Council Bluffs, and the State Visitor Guides to ½ or ¼ page ads. A Motion was made by Kathy Dirks, seconded by Mark Eckman to allocate up to \$3,000.00 for the Alcohol Beverages Division (ABD) 48' or 53' Truck Wrap of the Loess Hills to travel around the country for 18 months to 2 years. Motion carried. A Motion was made by Sam Stivers, seconded by Doug Kuhlmann to allocate the remaining unobligated funds of \$11,520.47 for advertising the Loess Hills through the Alcohol Beverages Division (ABD) Truck Wrap of the Loess Hills, Sioux City Visitors Guide, Council Bluff's Visitors Guide, State Visitors Guide, Our Iowa magazine, and the WITR digital website. Motion carried.

V. New Business:

A) Legislative Update- The State of Iowa is short on revenue and there has been some Federal tax cuts. More information will be available on Friday, March 9th. The Loess Hills Alliance members are encouraged to attend the Legislative Coffees to promote the Loess Hills. Reports from lobbyist, Craig Patterson is that the Loess Hills Alliance is vulnerable.

B) Tourism Office Update- Since the public is using more social media to explore events or attractions, the Loess Hills Alliance members can tag the State Tourism Office with future events for example, Loess Hills Prairie Seminar, to help promote the Loess Hills.

Announcements:

Renea reported that FY2016, 697 Million was received from tourism of the 7 Loess Hills Counties of Iowa.

An Iowa Tourism booth will be presented at the Clay County Fair on September 8 – 16, 2018. Volunteers are needed for September 12th and September 15th. More of the Loess Hills National Scenic Byway guidebooks are needed also for the booth. Monona County Conservation Board has 18 to 20 boxes left.

The Loess Hill Alliance Full Board meeting will be held on Wednesday, March 7, 2018 at the Loess Hills Brent S. Olson Visitor's Center, Pisgah at 1:00 pm. All the Economic Development members are welcome to attend.

Next Meeting Date: Monday, June 4, 2018 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

VII. Adjournment: The LHA Economic Development meeting was adjourned at 11:28 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.

