

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**DRAFT MINUTES**  
**June 4, 2018**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:00 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Doug Kuhlmann, Kathy Dirks, Shirley Phillips, Twila Larson, Tina Bakehouse, Rebecca Castle, Sam Stivers, Mark Eckman, Jeremy Butrick, Pat Hume, Rich Pope, and Renea Anderson were present.

A Motion to approve the Minutes from March 5, 2017 was made by Mark Eckman, 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 that Golden Hills RC & D was paid \$15.17 for the visitloesshills.com Domain Renewal, Council Bluffs Convention & Visitors Bureau was paid \$1,200.00 for the Full Page Ad/Council Bluffs Visitor Guide, and Western Iowa Tourism Region was paid \$52.35 for Guidebook Postage January-March 2018, \$69.64 for Guidebook Postage April-May 17, 2018, \$720.00 for 12 Month Website Advertisement, and \$150.00 for Annual Private Membership Dues. Total bills paid March 1, 2018 through May 29, 2018 was \$2,207.16. Open Funds to Obligate or Carryover as of 05/29/2018 is \$9,435.30 and Contract Obligations is \$26,623.49.

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

**IV. Old Business**

A) Advertising Update- The online application for the Truck Wrap of the Loess Hill with no Artwork change has been accepted for \$3,150.00. The 53' Alcohol Beverages Division (ABD) truck will be traveling around the country. Advertising will continue in the Our Iowa magazine. The Our Iowa magazine 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. Plymouth County will be in the next rotation to present the Lucky I Prize \$100.00 gift donation for Our Iowa magazine. Advertising will also continue in the Sioux City Visitors Guide, Council Bluff's Visitors Guide, and the WTR digital website. A Motion was made by Mark Eckman, seconded by Twila Larson to advertise the Loess Hills in the State Visitors Guide with a 1/6 Vertical Ad for \$900.00. Motion carried.

## **V. New Business:**

A) Legislative Update- The Loess Hills Alliance has received \$40,000.00 FY18-19 from the State of Iowa. Only 10% of the Loess Hills Alliance allocation from the State Legislatures can be used for the Executive Committee overhead expenses. The Loess Hills Alliance members are encouraged to thank their Legislatures FY18-19 funding and to thank their County Supervisors for the \$2,000.00 support funding.

B) Loess Hills Guide Reprint- The Loess Hills National Scenic Byway Guidebooks have all been distributed. A Motion was made by Twila Larson, seconded by Kathy Dirks to print 30,000 Loess Hills National Scenic Byway Guidebooks for \$13,009.82 plus shipping (\$1,164.80). Motion carried. Monona County will help transport some of the guidebooks to offset the shipping expense. The Economic Development Committee Members each received a printed copy of the guidebook to make any needed changes. The Members are to send any changes electronically to Jeremy Butrick by June 11, 2018. The Loess Hills National Scenic Byway Guidebooks will be reprinted in the summer of 2018. It was also brought up by members of the committee that the Loess Hills Alliance needs to be included in the trademark of the publication and Rebecca Castle agreed to the change. The reprint will also reflect the date and amount being printed for future reference as 30K8102.

C) Website- The visitloesshills.com Domain Renewal has been paid and is up to date. The Loess Hills Alliance and/or Economic Development Committee has paid for 7 Loess Hills websites (.net, .biz, .org, .com, etc.) every year. A question was asked if all the websites were being used or needed. More discussion concerning the “Websites” will be held at the next Economic Development Committee meeting on September 4, 2018.

## **Announcements:**

A discussion of possible chicken barns being built near the Byway was discussed and will be forwarded on to the Loess Hills National Scenic Byway Council. The barns are currently being considered in Harrison County and are being discussed in Monona County as well.

**Next Meeting Date:** Tuesday, September 4, 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 Pat Hume. Motion carried. The meeting was adjourned at 11:31 am.

Respectfully Submitted by  
Jeannette Riesberg, LHA Office Secretary.

