

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**MINUTES**  
**September 3, 2019**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:07 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Shirley Phillips, Rebecca Castle, Sam Stivers, Pat Hume, Kathy Dirks, Jeremy Butrick, and Renea Anderson were present.

A Motion to approve the Minutes from June 3, 2019 was made by Shirley Phillips, seconded by Pat Hume. Motion Carried.

**III. Financial Report**

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report from May 30, 2019 through June 30, 2019 showed that Western Iowa Tourism Region was paid \$150.00 for Annual Membership Dues, \$720.00 for 12 Month website ad, and \$176.83 for Fulfillment 4<sup>th</sup> Qtr FY19, Sioux City Journal was paid \$3,500.00 for Spring, Fall, and Winter Visitors Guide, and Our Iowa Magazine was paid \$1,992.00 for 6 ads from October 2019 through September 2020. Total bills paid May 30, 2019 through June 30, 2019 was \$6,538.83. Open Funds to Obligate or Carryover as of 08/21/2019 is \$7,716.97 and Contract Obligations is \$13,791.17 (\$900.00 - Iowa Travel Guide, but could have some future price changes, \$8,090.89 - Postage/delivery/fulfillment, and \$4,800.28 – Reprinting 3 Brochures/Guidebook).

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

**IV. Old Business**

A) Pull-Up Banners Update- The Economic Development discussed photo options for the Pull-Up Banners. The final selection of photos will be sent to Lori to finish the banner. The Loess Hills Alliance logo will be shown at the top of the banner.

B) Birding Brochures- Quotes from Iowa and the surrounding area to print the Birding Brochures were presented to the Economic Development Committee.

5,000 Brochures-\$847.82 10,000 Brochures-\$1,235.29

5,000 Brochures-\$353.54 10,000 Brochures-\$672.09

A Motion was made by Kathy Dirks, seconded by Shirley Phillips to accept Web Graphics bid to print 5,000 Birding Brochures for \$353.54. Motion carried. The Birding brochure was presented to the Committee members for any needed changes before reprint. The Birding brochure map will be made to look like the RVing and Motorcycling brochures.

## **V. New Business:**

**A) Motorcycling Brochure-** The Committee Members will wait to reprint the Motorcycling brochures due to the flooding and closers throughout the State. At the next Economic Development Committee meeting, December, 2, 2019, members will be discussing how many Motorcycling brochures are left, make any needed changes, pricing quotes, and maybe holding the reprint until next Spring. A suggestion was made to put a Freedom Rock Visitor's Guide link and an Iowa 511 link on the Motorcycling brochure.

**B) Iowa Tourism Grant-** Shirley Phillips reported that the 2020 Iowa Tourism Grant is available to apply for. Applicants may submit one application per funding cycle. The same project cannot receive funding from the ITG program two years in a row. ITG awards range from \$2,500 to \$5,000 and require a 25 percent cash match. There is a \$150,000 available for the FY2020 grant cycle. All funds requested must be whole numbers between \$2,500 to \$5,000 and be in increments of \$100. All project expenses must be incurred within the calendar year (January 2020 – December 2020). Application deadline is 4:00 pm on September 25, 2019. Grant awards will be announced in November. Viewing the Iowa Tourism Grant Webinar was advised.

## **Announcements:**

A Western Iowa Tourism Membership meeting will be held at 10:30 am on Wednesday, September 18, 2019 at Yesterday's Memories & Truck Museum in Sanborn. Attending will be Speaker Shannon Rodenburg, Marketing & Tourism Manager of Wells Visitor Center & Ice Cream Parlor and Mark Catton from M. Catton & Co.

Western Iowa is hosting the 2019 Power of Travel on November 5<sup>th</sup> – November 6<sup>th</sup> at King's Pointe Resort, Storm Lake. Western Iowa Tourism Region and Central Iowa Tourism Region will have meeting at 3:30 pm on Tuesday, November 5<sup>th</sup>.

The Iowa Tourism Conference is scheduled for Monday, March 2, 2020 – Wednesday, March 4, 2020 at the Hilton Des Moines Downtown.

The February 2020 Economic Development Committee meeting will be held at 10:00 am on February 25, 2020 at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**Next Meeting Date:** Monday, December 2, 2019 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**VII. Adjournment:** A motion to adjourn was made by Kathy Dirks, seconded by Pat Hume. Motion carried. The meeting was adjourned at 11:24 am.

Respectfully Submitted by  
Jeannette Riesberg, LHA Office Secretary.

