

Loess Hills Alliance
Economic Development Committee Meeting
September 4, 2018

- I. Call to Order - Chairman Anderson called the meeting to order at 10:06am. Those present were: Renea Anderson, Shirley Phillips, Kathy Dirks, Pat Hume, Sam Stivers, Becca Castle, Twila Larson, Doug Kuhlman and Jeremy Butrick.
- II. Minutes - The minutes from 6/4/18 were approved on a motion by Phillips, seconded by Larsen. All ayes.
- III. Financial Report – The financial report was given. The bills paid report showed that a total of \$8,259.35 was paid between May 30, 2018 and August 27, 2018 including Our Iowa for \$1,992 for 6 pre-paid ads, IEDA for \$3,150 for the truck wrap, IEDA for \$900 for a 1/6 page ad in the 2019 Travel Guide, Sioux City Journal for \$2,100 for the Spring, Fall and Winter Visitors Guide, to Golden Hills for \$117.35 for LHNSB Guidebook mailings. The financial report was approved on a motion by Larsen, seconded by Dirks. All ayes.
- IV. Old Business – Guidebook reprinting update was discussed and it was reported that a font issue was causing problems with the readout of the guidebook for review. Web Graphics will be contacted by castle to send the fonts in question. Once Castle has received them she will make the appropriate changes and send it our electronically to the committee for review. Committee members will then have 1 week to review the guidebook for approval prior to reprinting. It was also noted that the LHA was to be added to the trademark of the publication along with a “30K8102” for reference to when and how many were printed.

It was also suggested by Castle and unanimously agreed that when the new guidebooks are printed copies should be given to legislators along with a “Thank You” for their support of tourism and the Loess Hills.
- V. Next Meeting 12/3/18 10am Harrison County Welcome Center
- VI. Adjournment – A motion was made by Larsen, seconded by Dirks to adjourn the meeting. All ayes.