

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**MINUTES**  
**AUGUST 30, 2021**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:26 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Renea Anderson, Rebecca Castle, Shirley Phillips, and Pat Hume were present.

A Motion to approve the Minutes from May 24, 2021 was made by Shirley Phillips, seconded by Rebecca Castle. Motion Carried.

**III. Financial Report**

Chairman, Renea Anderson presented the Economic Development Committee Financial Report to the Committee Members. The Bills Paid Report from May 13, 2021 through June 30, 2021 showed that IEDA Foundation was paid \$3,200.00 for ABD Trailer Wrap. The Bills Paid Report from July 1, 2021 through August 23, 2021 showed that Our Iowa Magazine was paid \$4,392.00 for 6 ads/Oct 2021 – Sept 2022 and Western Iowa Tourism Region was paid \$106.76 for Fulfillment 4<sup>th</sup> Qtr. FY21. Open Funds to Obligate or Carryover as of 08/23/2021 is \$4,932.29 and Contract Obligations is \$11,844.40. (Loess Hills Marketing Materials-reprinting & delivery/\$4,345.98 and Postage/Fulfilments-LHNSB Brochures/\$7,498.42).

A Motion was made by Rebecca Castle, seconded by Shirley Phillips to accept the Financial Reports. Motion Carried.

**IV. Old Business**

A) Advertising- Chairman, Renea Anderson reported that the Loess Hills Truck Wrap has been traveling the country, advertising the Loess Hills. The Lucky I Prize \$100.00 gift donation for Our Iowa magazine continues to be well received and customers are calling to say thank you or sending thank you notes. The Our Iowa magazine is being displayed in local businesses while waiting for their hometown appointments or traveling across Iowa. At this time, it is Fremont County's turn to present the Lucky I Prize \$100.00 gift donation for Our Iowa magazine.

B) Fulfillment- Postage has been paid for the Fulfillment 4<sup>th</sup> qtr. FY21. Approximately, twelve boxes of the Loess Hills Birding, RVing, and Motorcycling Brochures were distributed at the 2021 Iowa State Fair. There is approximately 85 boxes of brochures available at the Loess Hills Brent S. Olson Visitor's Center for distribution.

## **V. New Business:**

**A) Willow Lake Nature Center Update-** Harrison County Conservation Board continues to receive Grant Funding to help support the Willow Lake Nature Center. The Loess Hills Executive Committee allocated \$15,000.00 to Harrison County Conservation Board towards the Willow Lake Nature Center for the display or displays representing water conservation in the Loess Hills with the Loess Hills Alliance receiving recognition. At this time, more Grant funding requests are pending.

**B) Spencer Fair-** Shirley Phillips will be representing the Loess Hills at the Clay County Fair, Spencer. The Loess Hills National Scenic Byway will be distributed. More volunteers are needed for the open slots to work at the booth.

**C) Brochures-** 5,000 Birding, RVing, and Motorcycling brochures were last printed in 2017. The Loess Hills Alliance Economic Development Committee will look at updating the brochures for reprinting at a later date. Anderson will contact Web Graphics and ask that the design files be sent so we can make our own edits.

## **Announcements:**

Pat Hume reported that Southern Iowa Welcome Center in Fremont County is all cleaned out and have started the remodeling process. Two new furnaces have been installed. The Economic Development Committee discussed ideals on how to get volunteers and funding to help open up the Welcome Center.

**Next Meeting Date:** Monday, November 29, 2021 at 10:00 AM.

**VII. Adjournment:** Chairman, Renea Anderson adjourned the Economic Development Committee meeting at 11:15 am.

Respectfully Submitted by  
Jeannette Riesberg, LHA Office Secretary.

