

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
November 29, 2021

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:12 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Renea Anderson, Shirley Phillips, and Kathy Dirks were present.

A Motion to approve the Minutes from August 30, 2021 was made by Shirley Phillips, seconded by Renea Anderson. Motion Carried.

III. Financial Report

Chairman, Renea Anderson presented the Economic Development Committee Financial Report to the Committee Members. The Bills Paid Report from August 24, 2021 through November 22, 2021 showed that Western Iowa Tourism Region was paid \$176.72 for Fulfillment 1st Qtr. FY22. Open Funds to Obligate or Carryover as of 11/22/2021 is \$4,932.29 and Contract Obligations is \$11,667.68. (Loess Hills Marketing Materials-reprinting & delivery/\$4,345.98 and Postage/Fulfilments-LHNSB Brochures/\$7,321.70).

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

IV. Old Business

A) Advertising- Chairman, Renea Anderson reported that advertising will continue in the Sioux City Visitors Guide, Iowa Travel Guide, and Our Iowa magazine. Our Iowa magazine is doing “We start the story....and you finish it....” for their 15th annual holiday writing contest. The grand prize winner will receive a weekend getaway in the northern Loess Hills area, representing Plymouth and Woodbury Counties. The grand prize will include a one night stay at the Hampton Inn, Sioux City, a complimentary tour of Broken Kettle Grasslands Preserve, Plymouth County, a music show and dinner at the Browns Century Theater, Le Mars, and gift certificates to use at Dorothy Pecaut Nature Center, Sergeant Floyd River Museum, Sioux City Railroad Museum, Wells Visitor Center & Ice Cream Parlor, Le Mars, Browns Century Theater Gift Shoppe, Le Mars, and a meal at “Uncommon Grounds” restaurant in Sloan.

B) Fulfillment- Postage has been paid for the Fulfillment 1st qtr. FY22. Shirley reported that new places have been found to exhibit the Iowa Travel Guide. The Economic Development thanked Shirley Phillips, Executive Director of Western Iowa Tourism Region for a great job on the postage and fulfillment of the Loess Hills informational materials (brochures, pamphlets, booklets, etc.).

V. New Business:

A) Brochures-Reprint- Renea reported that they are getting low on the Loess Hills Birding, RVing, and Motorcycling Brochures so will need to be updated and reprinted. Harrison and Pottawattamie Counties have turned in their edits. Jeannette Riesberg, Loess Hills Alliance secretary is to ask Joshua Schaben, Monona County Conservation Deputy Director to look over the Monona County park information and report back to Renea Anderson for any edits. There is approximately 85 boxes (approximately one year's worth of time) of the Loess Hills National Scenic Byway guidebooks available at the Loess Hills Brent S. Olson Visitor's Center. The committee members are to look at the guidebook to see if any major changes are needed before reprinting at a later date.

B) Meeting Dates- The Loess Hills Alliance Economic Development Committee discussed the 2022 meeting dates. The 2022 Loess Hills Alliance Economic Development meeting dates will be:

Monday, February 28, 2022

Monday, May 23, 2022

Monday, August 29, 2022

Monday, December 5, 2022

All the LHA Economic Development meetings will be held at 10:00 AM at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

Announcements:

Travel Federation of Iowa Legislative Showcase will be held on Tuesday, February 1, 2022 from 5:00pm -7:30pm at the Iowa State Fairgrounds (Elwell Family Food Center). A Motion was made by Kathy Dirks, seconded by Shirley Phillips to approve the Loess Hills Alliance's participation in Travel Federation of Iowa Legislative Showcase and to fund the \$100.00 registration fee. Motion carried. The \$100.00 registration fee includes 4 attendees with one banner. February 8, 2022 is designated to be the snow date if needed.

The T-Bone Trail, JayJay Goodvin will be in Harrison County on July 2, 2022 at the Gold Slipper, Dunlap.

VI. Next Meeting Date: Monday, February 28, 2022 at 10:00 AM.

VII. Adjournment: A Motion was made by Shirley Phillips, seconded by Kathy Dirks to adjourn the meeting at 11:47 am. Motion carried.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.

