

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
December 2, 2019

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:04 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Doug Kuhlmann, Rebecca Castle, Pat Hume, Kathy Dirks, Mark Eckman, Jeremy Butrick, Renea Anderson, and guest, Beth Hamilton, Council Bluffs Visitor Services Coordinator were present.

A Motion to approve the Minutes from September 3, 2019 was made by Mark Eckman, seconded by Kathy Dirks. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report from August 22, 2019 through November 26, 2019 showed that Western Iowa Tourism Region was paid \$175.68 for Fulfilment 1st Qtr. FY20 and Harlan Newspapers was paid \$261.70 for Retractable Banners. Total bills paid August 22, 2019 through November 26, 2019 was \$437.38. Open Funds to Obligate or Carryover as of 11/26/2019 is \$7,455.27 and Contract Obligations is \$13,615.49.

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

IV. Old Business

A) Pull-Up Banners Update- The Pull-Up Banners were displayed and presented to the Economic Development Committee. The Banners were done through Harlan Newspapers. The Committee thanked Rebecca Castle and Jeremy Butrick for their work on the photos and Kathy Dirks for picking up the banners. All LHA Committees will be able to use these banners for conventions, fairs, Loess Hills Prairie Seminar, etc.

B) Birding Brochures- A copy of the "Birding in the Loess Hills" brochure was presented to the Economic Development Committee. Five Thousand Birding Brochures were printed. Each Committee took some Birding brochures to distribute in their own Counties. Two boxes will be stored at the Loess Hills Brent S. Olson Visitor's Center, Pisgah. The Committee members stated that the new map done by Jeremy Butrick looked great. The Committee Members are to recycle the old Birding Brochures. The Committee Members decided to table the reprinting of the Motorcycling and RV'ing brochures due to the flooding and closers throughout the State.

V. New Business:

A) 2020 Meeting Dates- The Loess Hills Alliance Economic Development Committee discussed the 2020 meeting dates. The 2020 Loess Hills Alliance Economic Development meeting dates will be:

Tuesday, February 25, 2020

Monday, June 1, 2020

Monday, August 31, 2020

Monday, November 30, 2020

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.

B) State Advertising- Last year, \$900 was spent for a 1/6 vertical page ad in the 2019 Travel Guide. There will be two state visitor's guides distributed FY2020 highlighting unique destinations, Spring & Summer highlighting camping, walking trails, etc. and Fall & Winter highlighting apple orchards, mazes, farmers market, etc. A Motion was made by Mark Eckman, seconded by Kathy Dirks to approve a 1/6 vertical page revised ad/Total of \$1,350.00 to be placed in both 2020 State Visitor's Guides. Motion carried.

Announcements:

REAP Assembly Dates:

12/2/2019-Correctionville Community Center

12/03/2019-Arrowhead Park-Harrison County

12/05/2019-Shenandoah Public Library

The Western Iowa Legislative Forum will be held on December 4, 2019 at the Mondamin Community Center from 9am – 11am. A presentation on IWILL-Iowa's Water and Land Legacy will be presented by Graham McGaffin.

Loess Hills Alliance Chairman, Rich Pope will be ending his term in March 2020. A new replacement will be needed and the nominee has to be chosen from the Loess Hills Alliance Full Board members. Economic Development Committee members are encouraged to be thinking about recommendations for 2020 Loess Hills Alliance Chairman.

The Lucky I Prize winner from the Oct/Nov 2019 Our Iowa Magazine has received a 2 night stay at a Five Ridge Prairie State Preserve cabin, courtesy of the Plymouth County Conservation Board.

Next Meeting Date: Tuesday, February 25, 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 Doug Kuhlmann, seconded by Rebecca Castle. Motion carried. The meeting was adjourned at 11:08 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.