

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
February 25, 2020

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:00 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Renea Anderson, Rebecca Castle, Kathy Dirks, and Bob Benton were present.

A Motion to approve the Minutes from December 2, 2019 was made by Kathy Dirks, seconded by Rebecca Castle. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report from November 27, 2019 through February 18, 2020 showed that Web Graphics was paid \$454.30 for Printing 5,000 Birding Brochures and Western Iowa Tourism Region was paid \$51.98 for 2nd Qtr. Fulfillment. Total bills paid November 27, 2019 through February 18, 2020 was \$506.28. Open Funds to Obligate or Carryover as of 2/18/2020 is \$7,005.27 and Contract Obligations is \$13,559.21.

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

IV. Old Business

A) Advertising- At this time, there is no new information concerning the 53' Alcohol Beverages Division (ABD) Loess Hills truck wrap. The Economic Development Committee members will ask about the truck wrap during the 2020 Iowa Tourism Conference. "Thank-you's" continue to be received through the Lucky I Prize \$100.00 gift donation for Our Iowa magazine. Each of the seven Loess Hills Counties takes turns to present the \$100.00 gift donation for the Lucky I prize. Pottawattamie County will be in the next rotation to present the Lucky I Prize \$100.00 gift donation for Our Iowa magazine.

B) Fulfillment- The Western Iowa Tourism Region (WITR) receives and fulfills requests for information about the Loess Hills and the Alliance. Loess Hills Visitors Guides have been placed and mailed as well as supporting information about attractions, byway information, and the three brochures for Birding, RVing, and Motorcycling. The Western Iowa Tourism Region will be paid FY20 4th Quarter Fulfillment in early April.

V. New Business:

A) Tourism Conference- The 2020 Iowa Tourism Conference will be held on March 2 - 4, 2020, at Hilton Des Moines Downtown. Loess Hills Alliance Economic Development Member, Kathy Dirks stated that she will be attending the 2020 Iowa Tourism Conference. Kathy presented the “2020 Iowa Tourism Facts” brochures to the committee members to be used for talking points at the legislator coffees, leadership classes, etc. More information will be discussed concerning the 2020 Iowa Tourism Conference at the next Loess Hills Alliance Economic Development meeting on June 1, 2020.

B) Scenic Byway Legislation- A Motion was made by Kathy Dirks, seconded by Rebecca Castle to support SF2060-This proposed bill creates a scenic byways enhancement fund. Motion carried.

Announcements:

The 212 mile Lewis & Clark Bike Trail is in its next phase of development in western Iowa. The route meanders through five counties from Sioux City to Hamburg. It is mostly on-road trail with separated trail through Sioux City and Council Bluffs. Discussion is being held to sign up the Kay Creek Trail, Mills County to be included in the Lewis & Clark Bike Trail. The Iowa DOT will have the final authority to make that decision.

FHWA is now conducting a one-time solicitation of nominations for designation to America's Byways. The National Scenic Byways Program is no longer funded, but new designated byways may be added without funding for them.

Next Meeting Date: Monday, June 1, 2020 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 Rebecca Castle. Motion carried. The meeting was adjourned at 10:22 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.

