

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
February 28, 2022

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 9:59 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Renea Anderson, Shirley Phillips, Justin Herbst, Jeremy Butrick, Doug Kuhlmann, and Rebecca Castle were present.

A Motion to approve the Minutes from November 29, 2021 was made by Shirley Phillips, seconded by Justin Herbst. Motion Carried.

III. Financial Report

No Report. The Financial Report will be tabled until the next Loess Hills Alliance Economic Development meeting on May 23, 2022.

IV. Old Business

A) Advertising- Chairman, Renea Anderson reported that funding for advertising in the Iowa Travel Guide has been approved and paid out. Advertising will continue in the Sioux City visitors Guide, Iowa Travel Guide, and Our Iowa magazine. Our Iowa magazine was happy with the basket that was provided for the winner of “We start the story...and you finish it...” for their 15th annual holiday writing contest. The grand prize winner received a weekend getaway in the northern Loess Hills area, representing Plymouth and Woodbury Counties. The grand prize included 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. “Thank You’s” continue to be received from the Lucky I Prize \$100.00 gift donation for Our Iowa magazine.

B) Fulfillment- Chairman, Renea Anderson reported that Fulfillment has been paid. The Loess Hills Truck Wrap has one more year of traveling around the country, advertising the Loess Hills. The Western Iowa Tourism Region will showcase the Loess Hills at the Clay County Fair 2022.

V. New Business:

A) Willow Lake Nature Center Update- Renea reported that Phase 1 (Design of the new Nature Center) is complete and that they are working on phase 2 (Construction of the Building). Harrison County Conservation Director, Scott Nelson is traveling to all towns in Harrison County to ask for donations to help fund the Willow Lake Nature Center. The Harrison County Community Hospital will also be donating funding towards the Willow Lake Nature Center. The Loess Hills Alliance allocated \$15,000.00 funding towards the Willow Lake Nature Center.

B) Brochure-Reprint Update-Jeremy Butrick- Jeremy Butrick reported the updates that he has received for the Loess Hills Birding, RVing, and Motorcycling Brochures to the Economic Development Committee. Final edits are due on March 7, 2022. Approximately 5,000 brochures will be printed in April, before spring season starts. The Economic Development Committee thanks Jeremy Butrick for all the work that he has done on the brochure project.

C) T Bone Trail- Shirley Phillips reported that JayJay Goodvin, Chief Explorer/The Iowa Gallivant will be presenting the T Bone Trail Western Iowa 2022 on 04/22/22 -07/03/22. Lodging has been hard to find that have the Human Trafficking Training. All lodging facilities including county conservation cabins need to be certified by April 1st. The Western Iowa Tourism Region will hold a meeting on Wednesday, March 23, 2022. Bernadette Rixner, Outreach Coordinator for the Siouxland Coalition against Human Trafficking will present a program on Iowa Businesses Against Trafficking (IBAT).

Announcements: All Economic Development members are invited to the March 2nd Loess Hills Alliance meetings.

VI. Next Meeting Date: Monday, May 23, 2022 at 10:00 AM.

VII. Adjournment: Chairman, Renea Anderson adjourned the Economic Development Committee meeting at 10:42 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.

