

Loess Hills Alliance
Economic Development Committee ZOOM Meeting
MINUTES
March 1, 2021

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:07 am via ZOOM.

II. Roll Call

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

A Motion to approve the Minutes from February 25, 2020 was made by Shirley Phillips, seconded by Rebecca Castle. Motion Carried.

III. Financial Report

Chairman, Renea Anderson presented the Economic Development Committee Financial Reports to the Committee Members. The Bills Paid Report from November 24, 2020 through February 24, 2021 showed that Western Iowa Tourism Region was paid \$67.28 for 1st Qtr. FY21 Fulfillment and Sioux City Journal was paid \$3,499.98 for Summer, Fall & Winter Visitors Guide. Total bills paid November 24, 2020 through February 24, 2021 was \$3,567.26. Open Funds to Obligate or Carryover as of 2/24/2021 is \$6,362.29 and Contract Obligations is \$12,060.20.

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 Iowa Welcome Centers are still closed due to the coronavirus pandemic. The Iowa Travel Guide is distributed twice a year. Spring & Summer and Fall & Winter. Discussion was held concerning the Loess Hills ad in the Our Iowa magazine. The Committee has approximately \$3,000.00 to allocate.

1/6 page ad-\$2,168.00
1/4 page ad-\$3,318.00
1/3 page ad-\$4,392.00
1/2 page ad-\$6,768.00
2/3 page ad-\$9,528.00
Full page ad-\$13,746.00

On a motion by Rebecca Castle, seconded by Shirley Phillips, it was unanimously agreed to largen the ad in Our Iowa from 1/6 to 1/3 of a page with the money coming from the money left to obligate for FY21 and to reallocate the rest of the money necessary from the postage and fulfillment line item. All ayes.

With the increased space in the ad, the Economic Development Committee is considering adding photos and wording to the ad. The revised artwork will need to be sent in by April 20, 2021 and will be shown in the June/July and August/September issues of Our Iowa magazine plus the next full year after that.

Through an email on February 24th, a motion was made by Shirley Phillips, seconded by Justin Herbst to allocate \$3,200.00 for a 54' Alcohol Beverages Division (ABD) Loess Hills truck wrap. Motion passed. One of the Loess Hills pictures was changed out to show a trail and the artwork will also be shown on the tailgate of the truck. All Ayes.

B) Fulfillment- Western Iowa Tourism Region signed their contract with Clay County Fair, held on 09/11 through 09/19, 2021. The Iowa Travel Guides will be there to distribute.

V. New Business:

A) Tourism Conference- Shirley Phillips reported that the 2021 Iowa Tourism Conference will be held Hybrid at the Iowa Event Center on April 27 and April 28, 2021.

Announcements:

Next Meeting Date: Monday, May 24, 2021 at 10:00 AM.

VII. Adjournment: Chairman, Renea Anderson adjourned the Economic Development Committee meeting at 10:34 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.