

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
May 24, 2021

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:05 am at the Loess Hills Brent S. Olson Visitor's Center in Pisgah, IA.

II. Roll Call

Renea Anderson, Jeremy Butrick, Scott Nelson, Doug Kuhlmann, and Rebecca Castle were present.

A Motion to approve the Minutes from March 1, 2021 was made by Scott Nelson, seconded by Doug Kuhlmann. Motion Carried.

III. Financial Report

Chairman, Renea Anderson presented the Economic Development Committee Financial Report to the Committee Members. Open Funds to Obligate or Carryover as of 5/24/2021 is \$1,132.29 and Contract Obligations is \$11,951.16, (Loess Hills Marketing Materials-reprinting & delivery/\$4,345.98 and Postage/Fullfilments-LHNSB Brochures/\$7,605.18. Total FY21 Economic Development Committee Funds Balance is \$13,083.45.

IV. Old Business

A) Advertising- Chairman, Renea Anderson reported that the Economic Development Committee has credit funding to use towards the Loess Hills current and fall ads in the Sioux City Visitors Guide. The Lucky I Prize \$100.00 gift donation for Our Iowa magazine continues to be well received. At this time, it was Woodbury County's to present the Lucky I Prize \$100.00 gift donation for Our Iowa magazine. The Loess Hills Truck Wrap has been traveling the country, advertising the Loess Hills.

B) Fulfillment- Brochures for Birding, RVing, and Motorcycling and the Loess Hills Visitors Guides have been going out more, as more businesses open up for tourism. Boxes of the Loess Hills National Scenic Byway guidebooks are stored at the Loess Hills Brent S. Olson Visitor's Center and available to distribute.

V. New Business:

A) Loess Hills Missouri River Region Update- No update at this time.

Willow Lake Nature Center Update- Scott Nelson presented the Harrison County Conservation Board, Willow Lake Nature Center project to the Economic Development Committee Members. Phase 1 (Design of the new Nature Center) is complete and they are working on phase 2 (Construction of the Building) at this time. HCCB will be getting bids for the construction in June and will make a decision in July. Grant request funding, with the help from Rebecca Castle, has been received to help fund the Willow Lake Nature Center. This project will focus around the education of conservation and preservation of nature where guests can learn through interactive displays, new trails, and classroom space.

Announcements:

Next Meeting Date: Monday, August 30, 2021 at 10:00 AM.

VII. Adjournment: Chairman, Renea Anderson adjourned the Economic Development Committee meeting at 10:47 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.