

Loess Hills Alliance
Economic Development Committee Meeting
MINUTES
June 3, 2019

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:05 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Shirley Phillips, Rebecca Castle, Sam Stivers, Mark Eckman, and Renea Anderson were present.

A Motion to approve the Minutes from March 11, 2019, internet vote from 04/17/19 (Guidebook Fuel Reimbursement), and internet vote from 05/15/19 (Sioux City Guidebook Ad) was made by Mark Eckman, seconded by Shirley Phillips. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. The Bills Paid Report from February 21, 2019 through May 29, 2019 showed that Web Graphics was paid \$13,119.82 for printing LHNSB Guidebooks, Western Iowa Tourism Region was paid \$260.76 for Guidebook Postage –FY19 3rd Qtr., and Monona County Conservation Board was paid \$137.50 for Fuel Expenses for LHNSB Guidebook pick up. Total bills paid February 21, 2019 through May 29, 2019 was \$13,518.08. Open Funds to Obligate or Carryover as of 05/29/2019 is \$8,155.80 and Contract Obligations is \$12,891.17.

A Motion was made by Mark Eckman, seconded by Sam Stivers to accept the Financial Reports. Motion carried.

IV. Old Business

A) Pull-Up Banners Update- Rebecca Castle reported that the photos have been selected for the two Pull- Up Banners. Each banner cost \$137.50/total \$275.00. Some of the photos will be identified with location. The Loess Hills Alliance logo will also be shown on the banners. These banners will be available for the Loess Hills Alliance to use for presentations, trade shows, conferences, etc. When the image for the Pull-Up Banner is finished, it will be emailed to all Economic Development Committee Members for changes and approval.

V. New Business:

A) RVing, Motorcycling, and Birding Brochure Inventory Update- The Economic Development Committee members discussed how many brochures everyone had in their offices. 5,000 copies of the RVing, Motorcycling, and Birding Brochures were ordered two years ago. A Motion was made by Sam Stivers, seconded by Shirley Phillips to reprint the Birding Brochures and to wait on reprinting the RVing and Motorcycling due to the flooding and closers throughout the State and to get pricing quotes in Iowa and the surrounding area for the Birding brochures at (5,000, 7,500, 10,000). Motion carried. The pricing quotes and an electronic version of the Birding Brochure will be sent to each Economic Development member to make any changes before printing and acceptance of a company to print them.

B) FY20 Proposed Budget and Advertising Plan- The Loess Hills Alliance received \$40,000.00 FY19-20 Budget. A proposal of \$7,000.00 funding for the Economic Development Committee will be proposed and may be approved at the Full Board meeting on 06/05/19 at 1:00 pm in Pisgah. Discussion was held concerning advertising FY19-20. A Motion was made by Shirley Phillips, seconded by Sam Stivers to approve advertising FY19-20 as follows:

Our Iowa Magazine-\$1,992.00 (1/6 of page ad) (6 Publications)
Sioux City Visitors Guide-\$3,500.00 (1/2 page ad) (5 Publications)
Western Iowa Tourism Region-\$870.00
Iowa Travel Guide-\$900.00

And to use the leftover funding for Fulfillment, Truck Wrap, and Miscellaneous. Motion carried. The Council Bluffs Visitors Guide (full page ad) has been paid until 2021.

Announcements:

Mark Eckman presented a newspaper article featuring the Harrison County Historical Village and Welcome Center to the Economic Development Committee Members. The article showed Kathy Dirks, director of the Harrison County Historical Village and Welcome Center and Loess Hills Alliance Economic Development Committee Member standing near the Harrison County Freedom Rock.

The Wells Visitor Center & Ice Cream Parlor in LeMars is now open for visitors.

Next Meeting Date: Tuesday, September 3, 2019 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

VII. Adjournment: Chairman, Renea Anderson adjourned the Economic Development Committee meeting at 11:19 am.

Respectfully Submitted by
Jeannette Riesberg, LHA Office Secretary.

