

CITY OF LECLAIRE, IOWA

OFFICE OF TOURISM



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**LeClaire Office of Tourism
May 1, 2023 – 8:30 a.m.
Conference Room – LeClaire City Hall / Remotely**

- I. Call to order**
- II. Visitors Presenting**
 - a. McDaniels update / 2023-24 advertising plan
- III. Open forum**
- IV. Tourism Management Servicing Report – Cindy Bruhn**
- V. Board Action Items:**
 - a. Approval of minutes from March's & April's regular meetings
 - b. Approval of Office of Tourism Invoices
 - c. Committee Reports:
 - i. Marketing Alliance
 - d. 2024 advertising plan
 - e. Review open board positions
 - f. Tourism Manager Contract
- VI. Other Discussion Items:**
- VII. Old Business:**
- VIII. New Business:**
 - a. Marketing Alliance meeting at Happy Joe's on Wednesday, May 17, 8:30am
 - b. Tourism board meeting at City Hall on Monday, June 5, 8:30am
- IX. Adjourn**

Title VI Notice to the Public: It is the policy of the City of LeClaire to assure full compliance with Title VI of the Civil Rights Act of 1964 related statutes and regulation provide that no person shall on the basis of race, color, national origin, gender, age or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity conducted by the City. Any person who believes that they are being denied participation in a project, being denied benefits of a program, or otherwise being discriminated against because of race, color, national origin, gender, age, or disability, may contact the City Administrator for the City of LeClaire at (563) 289-6004.

CLAIMS REPORT
 Check Range: 3/31/2023- 4/30/2023

VENDOR NAME	REFERENCE	VENDOR TOTAL
CYNTHIA BRUHN	REIM FOR IA TOUR CONF ALL EXPE	755.11
COMMUNITY SUCCESS INITIATIVE	TOURISM MANAGER	3,350.00
IOWA AMERICAN WATER CO.	WATER SERVICE	14.00
M & M FLOOR CLEANING	JANITOR	151.00
MCDANIELS MARKETING	MARKETING & ADVERTISING	4,876.76
METRONET	INTERNET/PHONE	130.62
MIDAMERICAN ENERGY	GAS & ELECTRIC	115.76
VINSON L. RAMSEY, JR	LIC 117 S CODY RD	1,210.00
VISA	PANDORA DOWNTOWN	26.95
		=====
	Accounts Payable Total	10,630.20

**LeClaire Office of Tourism
March 6th, 2023 - 8:30am
Meeting Minutes**

I. Call to order: 8:37am

Present: Carrier Stier, Emily Gwin, Deb Mulvania, Sara Sampson, Rebecca Theone (board members) Cindy Bruhn (tourism manager), Greg Ludwig (Parks & Rec), Dennis Bockenstedt (City Administrator) Absent: Brandon Nichols, Rich Henning, Bob Schiffke, Tammy Danielson (board members), Ryan Salvador (council liaison),

II. Visitor's Presenting:

a. Gina McCollough with Bi-State Regional Commission - Iowa Great Places Recognition: Recognizes economic growth, prosperity, and quality of life. Grant program allows one chance within 10 years for funding. Brings networking opportunities. Need a steering committee to create an action plan, goals, and objectives (how will it transform the area, how will it enhance the quality of life, etc.) Will require annual reporting, and re-designation every 10 years, and review process is competitive. We have a year to prepare, ready to review by early 2024. Also, obtain letters of support. First step, gather the steering committee and gear it towards cultural aspect.

b. McDaniel's Marketing: Not a lot of new information to report. Eagle Festival, need to submit paperwork and get approval from council. Currently planning 2024. TED campaign continuing to highlight LeClaire for business. The redesigned and illustrated maps getting edited and need final review. Digital advertising only on social, Google will be back on in April. Digital results; the marketing campaigns continue to maintain engagement, numbers are down but lost more than half of funding. Compared to previous years, money that was spent was improved from 2022.

c. Greg Ludwig with Parks & Rec; Vettes on the River will be August 26th, Patriot Hunt Festival is slated for June 10th & 11th and will present in April meeting. Looking to host Chalk the Walk possibly during Mother's Day weekend-sell squares of the levee for \$10. LeClaire would supply chalk, great tourism feature, reach out to professional artists? Parks and Rec. cannot be involved in taking over the Wine Hop (too much liability). Parties in the Park; over 100 people came to Sept event, working on movie/pizza/ & magician, looking to have event first Saturday of every month (June-Sept) in Huckleberry Park. Easter Egg hunt will be on April 8th.

III. Open Forum - none

IV: Tourism Management Servicing Report - Cindy Bruhn

Biz closing/for sale: Collier's building is for sale (former The Market).

New Biz: Emily Found It opening up June 1st. Kayak rentals and planned excursions opening up soon. TikiHut company needs more staff, \$15k to purchase boat.

Upcoming Events: Tug Fest standstill—Port Byron has until Mar. 15 to respond. Restaurant Week promotion, Taste of LeClaire is Mar. 25th, "Soul of Iowa" shoots drone footage-they picked 36 communities and will be in LeClaire for a day. Travel Iowa Insider's meeting at Celebration Center on April 25th at noon. Phase II update at City Council meeting on March 8th—very important to attend.

V. Board Action Items:

a. Approval of minutes from Feb. meeting - Deb move, Carried second

- b. Approval of Office of Tourism invoices - Emily move, Deb second
- c. Committee Reports:
 - i. Marketing Alliance - Wed., March 15th at 8:30am (3rd Wed. of the month)
- d. Bits & Pieces/Events - Submitted quarterly. General event info and listing for LIC volunteers is shared.

VI. Other Discussion Items:

- a. Tourism Manager contract review for April's meeting

VII. Old Business: None

VIII. New Business:

- a. Next Tourism Board Meeting will be Mon., April 3rd at 8:30am

IX. Adjourned at 9:43am: Emily move, Deb second

LeClaire Office of Tourism
April 4th, 2023 - 8:30am
Meeting Minutes

I. Call to order: 8:37am

Present: Deb Mulvania, Emily Gwin, Rich Henning, Bob Schiffke, Carrie Stier, Tammy Danielsen, Rebecca Theone (board members) Cindy Bruhn (tourism manager), Greg Ludwig (Parks & Rec), Absent: Brandon Nichols, Sara Sampson (board members), Ryan Salvador (council liaison)

II. Visitor's Presenting:

a. Annette Black with June Patriot Fest: Sat., June 10th. Will need the middle and south end of the levee. Motorcycle run/patriot riders. 4 motorcycle clubs for flag ceremony, acoustic live music, street/food vendors. Partnered with LeClaire Legion with a membership drive and to raise funds for the Freedom Rock. Vendors will be there 6am-6pm. Will not need any additional days for the levee. No alcohol sales but allowing BYOB (no alcohol allowed to leave). Looking for high school volunteers to help. McDaniel's will update tourism landing page and share on social.

b. McDaniel's Marketing: Solidifying next years plans and will present to council in May. Planning aligns with the state tourism. "Soul of Iowa" project - more to come. TED campaign - added landing page and available properties. Illustrated maps - waiting to print until all biz info is updated (and will update as needed). No Google ads in Feb./Mar. In April will feature "Girls Trips, Shopping, etc." More Google topics to come. Event ad for Wine Hop-TBD. Website and socials need more updated photography, Eagle Fest grant finalized and wrapped up, Travel Iowa Award for Outstanding Shopping Experience. Social Reports; Facebook was down from month prior, click through rate still great.

III. Open Forum:

a. Bob Schiffke - Museum is having a great spring (50-60% increase from LY). Also looking for part-time assistant to Bob.

IV. Tourism Management Servicing Report - Cindy Bruhn

Biz closing/for sale: Faithful Pilot for lease

Upcoming Events: New riverboat being worked on—plan collab with them. Docks are being replaced but waiting for flood season to pass. Twilight Riverboat will bring back calliope concerts if they have the time. Travel Iowa Insider's meeting at Celebration Center on April 25th at 10am - 2 day event with block of rooms at Holiday Inn Express with daily itineraries.

V. Board Action Items:

- a. Approval of minutes - Emily did not send, will approve next month
- b. Approval of Office of Tourism invoices - Deb move, Bob second
- c. Committee Reports:
 - i. Marketing Alliance - Wed., April 19th at 8:30am (3rd Wed. of the month)
- d. Bits & Pieces/Events - Submitted quarterly. General event info and listing for LIC volunteers is shared.

VI. Other Discussion Items:

- a. Iowa Great Places designation: Need to decide whether to pursue or not. Would need a steering committee with time commitments. Committee would need to be mix of residents, biz owners, council members, etc. Great opportunity for LeClaire but would need to have 2-3 meetings in May-June with Bi-State. Deb moved to approve, Bob second. Tammy & Rob Danielsen volunteer for steering committee.
- b. Board Positions; Libations Seat proposal: take a look at restaurant specification and make sure it's restaurant/bar. Rich is stepping down as President in June and will not be able to be on board. Brandon can renew for non-profit (Connie Allen also interested), T Tammy can renew for retail (reapplying), Sara can renew for retail (interested in reapplying?), need a restaurant/bar seat (maybe Kurt/Matt from Green Tree Brewery)
- c. Tourism Manager Contract & Review: Due to renew on July 1st. Need to discuss job description vs actual duties performed. Re-evaluate tasks, job description, contract (with or without Information Center duties).
- d. Information Center Lease Renewal: April 19th, 2023, lease for another year. Sublease possibilities for guitar lessons in PM?

VII. Old Business: None

VIII. New Business:

- a. Next Tourism Board Meeting will be Mon., May 1st at 8:30am

IX. Adjourned at 10:00am: Deb move, Emily second



Marketing Status Report

May 1, 2023

Projects in Progress:

- FY24 Marketing Plan
- Soul of Iowa 2.0 – Project assistance as needed
- Redesigned and updated illustrated map – 11x17 in final review; ready for printing
- TED campaign – continued landing page updates & posts
- Misc. Website – maintenance, SEO, image refresh
- Social media content calendar – created; topic advising as needed
- Google and Social Media Advertising: New topics and freshened creative added regularly with ongoing campaign management, analysis, and adjustments
 - *Current:* Girls Trip & Adventure Commercial/Video, Plus Shops With Hops Event ad

FY23 Projects Completed as of 04/30/2023:

- Website footer redesign; addition of tourism award graphic
- TED web page updated w/ addition of landing page highlight of FP location for lease
- Girls Trip ad set launched and accompanying landing page updated
- LeClaire Eagle Festival – Grant Report for submission to the state
- Assistance with Travel Iowa Tourism Award submission
- National Plan a Vacation Day social assets
- LeClaire Eagle Festival
 - Advertising, Creative Public Relations, Event organization advisement, E-Newsletter
- Group Tour Sheet
- Event photography – contracted for (7) events
- QCCVB Destination Guide – Ad creative
- Travel Iowa Co-Op Assets Creative
- Video & photography during Christmas in LeClaire
 - Plus post-event Holiday promotional video for social media advertising
- LeClaire Eagle Festival – IEDA Grant Funded!
 - Landing page build & site header update
 - Digital promotional assets creation
 - Video production
 - Programmatic buy



- Christmas in LeClaire and Holiday Promotion
 - Digital ad set buildout for both Christmas in LeClaire and general holiday/shopping promotion
 - Christmas in LeClaire – Landing page updated
 - Shop Small/Holiday Shopping – Landing page updated
 - Drone videographer – hired and coordination
- Cody Stone Unveiling at Buffalo Bill Museum
 - Event promotion digital plan & creative & PR advisement
 - Cody Stone – Event website landing page creation
- QC Christmas Tab – ¼ page ad placement & creative
- Shopkeeper Highlight Videos – LeClaire Olive Oil Co. complete and launched on social
- Video shorts for social content
- TED Campaign relaunched Sept. 2 with Root 67 video post
- Shopkeeper Highlight Video – Happy Joe’s complete and launched on social
- Adventure Video - :30 & :60 versions
- Website Directory updates with copy & visual enhancements of listings
- IEDA grant writing – eagle-watching festival/event for winter
- Shopkeeper Highlight Video – Aunt Hattie’s complete and launched on social
- Root 67 video complete and launched on Facebook & LinkedIn
- Sandwich boards for directional purposes
- Patriot Hunts Riverfest – website landing page and event promotion launched
- Urban Revitalization Program & Fill the Storefront Initiative info added to the website
- Local event photographer contracted – so far, she has shot images at the British Car Show, Vettes on the River, and Tugfest
- Redesigned brochures printed and delivered
- Vettes on the River – Website landing page developed, and digital ad launched
- TED landing page on the website updated
- FY23 television contracts secured