

# **CITY OF LECLAIRE, IOWA**

## **OFFICE OF TOURISM**



**325 Wisconsin Street  
LECLAIRE, IOWA 52753**  
**TEL: (563) 289-4242 • FAX: (563) 289-5441**  
**[www.leclairerowa.gov](http://www.leclairerowa.gov) • [www.visitleclaire.com](http://www.visitleclaire.com)**



### **Tourism Board Meeting**

### **September 1, 2023, 8:30 a.m.**

### **Meeting Room – Holiday Inn Express**

- I. Call to order**
- II. Visitors Presenting**
  - a. Christmas in LeClaire – Connie Allen
  - b. McDaniels' Advertising Update
- III. Open forum**
- IV. Tourism Management Servicing Report – Cindy Bruhn**
- V. Board Action Items:**
  - a. Approval of Minutes from August regular meeting
  - b. Approval of Office of Tourism Invoices
  - c. Review and Vote on Updates for Tourism Board Grant Form
  - d. Committee Reports:
    - i. Marketing Alliance
- VI. Other Discussion Items:**
  - a. Use of the 2 Kiosks on Cody Road
  - b. Budget Brainstorming
- VII. Old Business:**
  - a. LeClaire Information Center application for Iowa Welcome Center partner
  - b.
- VIII. New Business:**
  - a. Marketing Alliance meeting at Happy Joe's on Wednesday, September 20, 8:30am
  - b. Tourism board meeting at Holiday Inn Express on Friday, October 6, 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.***

**LeClaire Office of Tourism**  
**August 4th, 2023 - 8:30am**  
**Holiday Inn Express**  
**Meeting Minutes**

**Meeting called to order at 8:30 am by Wayne Walley**

In attendance: Tammy Danielson, Carrie Stier, Bob Schiffke, Emily Gwin, Wayne Walley, Debbie Mulvania, Connie Allen, Julie Perez, and Rebecca Thoene.

Tourism Manager & Council Liaison: Cindy Bruhn, Bill Bloom (via phone).

Guests: Rita Farro, Rob Danielson, Debbie Smith, Beth & Randy with McDaniels (via phone).

**Visitors Presenting:**

- a. Rita Farro presented an overview of proposed Buffalo Bill Rendezvous in 2024. See handout.
  - a. BBM (Buffalo Bill Museum) is interested in a grant to host this event and businesses to sponsor.
  - b. Cindy/Debbie mentioned there is \$2000 in our budget for grants. In the past, they were awarded in \$500 increments. We will discuss more in the agenda item V.d.
  - c. Bob Schiffke mentioned having them camp on the levee instead of territorial road as in the proposal. General discussion about similar past events and how the train noise might impact the horses.
  - d. Wayne mentioned 2024 is LeClaire's 190<sup>th</sup> birthday.
  - e. Emily suggested we make it a bigger event.
  - f. General discussion on how to make it a bigger event (possible hold a street dance).
- b. McDaniels Report –
  - a. They are excited about the potential for a Wild West event in LeClaire.
  - b. Wayne asked if McDaniels can do a QR code training at the next LMA meeting.
  - c. They have some ad packet options for businesses which they can piggy-back off buys that LeClaire already has. Present to LMA.
  - d. Video Shooting – potentially categorize videos & split into 4 (retailers, brewers, restauranters, wine maker). Hero shot of these people, build off what the video did that Mike Wolfe voiced, both footage and still photos, need to get scheduled when weather is good. End of August/early September. Do before businesses decorate for fall. Add boaters using new docks. Get pictures of Food Truck Fridays.
  - e. TBK Sports Complex Signage – need input on the poster, then they will present the banner (one inside and one outside spot). Cindy will email out to board.
  - f. New maps for kiosks are in production.
  - g. They are editing Lone Star fly-through video
  - h. Blog – Wayne has started with LeClaire history focus., needs to review with Bob. Businesses can write a featurette for the blog about their business.
  - i. New illustrated map is on the website and is interactive.
  - j. Google & social Media Ad - end of summer roadtrip.
  - k. Cindy sent out latest refreshed monthly e-newsletter

- l. A lot going on.
- m. Facebook campaigns are performing well.
- n. Pole banner projects – refreshing, adding more, have a holiday set. Cindy needs to get back to McDaniels.

### **III. Open Forum**

Bob Schiffke said he didn't get anything out of McDaniel's presentation. Could McDaniels attend in person?

Emily suggested putting report more in layman's terms. Could they attend in person quarterly? What does our contract state? Cindy said the Tourism Board is acting as the Advertising committee. General discuss about what we should ask McDaniels to report monthly.

### **IV. Tourism Manager Serving Report- Cindy Bruhn.**

- a. Influence person came through from Soul of Iowa with Travel Iowa
- b. PBS guy is coming in September focusing on Twilight, Antique Archeology and Cody Road in General.
- c. VOTR will be on living local on 8/7.
- d. She needs to nail Tug Fest down on press release – add component on barge in the river (changes to the Tug).
- e. 8/14-8/21 Cindy will be out of town.

### **V. Board Action Items:**

- a. Debbie Mulvania moved, Bob Schiffke seconded the approval of the July regular meeting minutes. Motion carried.
- b. Carrie S. moved, Debbie Mulvania seconded the approval of the Office of Tourism invoices. Motion carried.
- c. Committee Reports
  - a. Marketing Alliance – Wayne said Sherry Cassatt talked about VOTR (Vettes on the River) at July meeting. She asked for donations for Punch Card and for stores to open at 9am. Participants arrive by 8 and are ready to shop by 9am.
  - b. Wayne wants to make LMA meetings more helpful for member businesses.
  - c. Denise Bulat will do another visioning session in August on the Great Places Destination
- d. Review/update Tourism board Grant Form
  - o. Suggested a longer lead time on grant requests and to ask if the event will occur even if they don't receive a grant.
- e Consider LeClaire information center becoming an Iowa Welcome Center partner.
 

What is the benefit? We could qualify for a grant, have to apply to be a partner, free to do so, qualifies us for a grant, gets us on the State of Iowa map. Emily Gwin suggested that the Information Center be eliminated. Tammy Danielson made a motion to apply to become an Iowa Welcome Center partner, Debbie Mulvania seconded. Discussion around the future of the information center. Determined we should discuss this at budget time. Whether we

should fund the information center. We need the pros/cons and information to help us make this decision.

VI. Other Discussion Items:

a. Budget Brainstorming

- a. Wayne wants this as a standing agenda item. Build a budget based on needs to bring tourists to town, locals to enjoy our amenities, things to make visit a positive experience, and he wants to create a needs-based budget. We will need a bigger budget as expand the downtown. Wayne will send his ideas out and would appreciate board input. Emily mentioned relocating Medic, LIC & police off the main drag. Emily wants city to create Economic Development Director to focus on bringing the right type of business to LeClaire.

VII. Old Business - none

VII. New Business

- a. Marketing Alliance meeting at Happy Joe's on Wednesday August 16th, 8:30 am,
- b. Tourism board meeting at Holiday Inn Express on Friday, September 1st, 8:30 am.

IX. Adjourn. Debbie Mulvania made a motion to adjourn, Bob Schiffke seconded. Meeting adjourned at 9:59 am.

**CLAIMS REPORT**  
**Check Range: 8/01/2023- 8/31/2023**

VENDOR NAME	REFERENCE	VENDOR TOTAL
COMMUNITY SUCCESS INITIATIVE	23/08 TOURISM MANAGER	3,350.00
IOWA AMERICAN WATER CO.	23/07 WATER SERVICE	24.32
M & M FLOOR CLEANING	23/07 JANITOR	151.00
MCDANIELS MARKETING	MARKETING & ADVERTISING	6,742.50
METRONET	23/07 INTERNET/PHONE	130.47
MIDAMERICAN ENERGY	23/07 GAS & ELECTRIC	75.76
VINSON L. RAMSEY, JR	LIC 117 S CODY RD	1,210.00
VISA	PANDORA & BUSINESS DIRECTORY	126.95
		=====
	Accounts Payable Total	11,811.00

## LeClaire Office of Tourism Grant Application

Organization: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone & Email Address: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Project / Program / Event Title: \_\_\_\_\_

Will this Project / Program / Event happen without the grant? Yes or No

*Add attachments when needed for categories below.*

**1. Statement of Need.**

**2. Detail specifically what the Project / Program / Event is, and how money will be spent including detailed timeline.**

**3. Attach a detailed financial statement including costs of entire project, grant dollars requested, your financial contribution, and any matching revenue from other sources.**

**4. Attach a complete list of contact information of Board Members, Fiduciary, Project / Program / Event contacts, and/or persons responsible for your organization.**

The four categories will be scored on a 1 to 5 point system for a total point score of 20 points. Please be sure to address each area.

Please email the grant application LeClaire Office of Tourism, [info@visitleclaire.com](mailto:info@visitleclaire.com). We would appreciate receiving your application six months prior to your requested need; if this is unrealistic please contact the Office of Tourism and other arrangements may be made.

After your Project / Program / Event is completed, a complete follow-up report showing how monies were spent regarding each category, success of program, and other additional supporting information as needed must be submitted to the LeClaire Tourism Board, preferably in person.

Authorized Organization Representative (signature): \_\_\_\_\_

## **LeClaire Office of Tourism Grant Guidelines**

The LeClaire Office of Tourism is pleased to offer the community a grant program to assist in tourism development and quality of life issues in LeClaire. Please review the guidelines prior to submission of your application. Our grant cycle Fiscal Year is July 1 – June 30.

**IN THE CASE OF AN EVENT, YOUR APPLICATION MUST BE SUBMITTED FOR TOURISM BOARD CONSIDERATION AT LEAST SIX (6) MONTHS PRIOR TO THE EVENT.**

The LeClaire Office of Tourism grant program consists of the following:

**Type of activities funded:** Tourism related projects or programs, and community enhancements located within the city limits of LeClaire.

**Funding:** The Office of Tourism determines the grant budget each fiscal year. Grant requests are based on need and availability of grant funds.

**Who may apply:** Any Organization, program, or event that showcases and contributes to the community and promotion of tourism of LeClaire.

**Application:** Applications should be completely filled out addressing in detail each of the four areas with attachments where necessary. Each area is valued at a maximum of 5 points with the full application valued at 20 points.

**Submitting the application:** Application must be emailed to LeClaire Office of Tourism at [info@visitleclaire.com](mailto:info@visitleclaire.com). Grant applications funds and approvals are on a first come, first serve basis. The beginning of the grant cycle is July of each year.

**Deadline for application:** Applications should be submitted at least six months prior to the requested need. If the deadline request is unrealistic please contact the LeClaire Office of Tourism for other arrangements. Because the LeClaire Tourism Board meets monthly it will take a minimum of two months to approve grant applications.

**Notification:** The Office of Tourism will notify the applicant in writing once a decision has been made regarding the grant application.

**Project / Program / Event Completion:** All Project / Program / Events funded through the grant program must be completed within a one year time frame unless otherwise authorized by the board of directors. Project / Program / Events that are not completed to the specifications of the application of the grant award will be denied. The board of directors must approve any changes made to the awarded Project / Program / Event grant application.

**After the completion of your Project / Program / Event,** the Office of Tourism requires that you attend a mutually available board meeting and email a copy to the Tourism Manager and she will distribute via email to the board a detailed summary of how the Project / Program / Event was completed including detailed financials, supporting statistics, success, attendance, growth, etc.

**Questions:** If you have questions you may email the LeClaire Tourism Manager at [info@visitleclaire.com](mailto:info@visitleclaire.com) or call 563-650-7963.