

CITY OF LECLAIRE, IOWA

OFFICE OF TOURISM



325 Wisconsin Street
LECLAIRE, IOWA 52753
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Tourism Board Meeting

November 3, 2023, 8:30 a.m.

Meeting Room – Holiday Inn Express

- I. **Call to order / Introductions**
- II. **Open forum**
- III. **Tourism Management Servicing Report – Cindy Bruhn**
- IV. **Board Action Items:**
 - a. Approval of Minutes from October regular meeting
 - b. Approval of Office of Tourism's October Invoices
 - c. Approval of Bob Schiffke's Tourism Board resignation
 - d. Approval of new Tourism Board member, Rita Farro, representing the BBM
 - e. Committee Reports:
 - i. Marketing Alliance
- V. **Other Discussion Items:**
 - a. McDaniels' report (show four new videos) and brief recap
 - b. Budget Discussions
- VI. **Old Business:**
 - a.
 - b.
- VII. **New Business:**
 - a. **Marketing Alliance meeting at City Hall on Wednesday, November 15, 8:15am**
 - b. Tourism board meeting at Holiday Inn Express on Friday, December 1, 8:30am
- VIII. **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
October 6th, 2023 - 8:30am
Holiday Inn Express
Meeting Minutes

- I. Meeting called to order at 8:31 am by Wayne Walley.
 - a. In attendance: Tourism Board Members: Tammy Danielson, Wayne Walley, Debbie Mulvania, Connie Allen, Julie Perez, Rebecca Thoene, Emily Gwin.
 - b. Absent: Bob Schiffke, Carrie Stier
 - c. Tourism Manager: Cindy Bruhn
 - d. Council Liaison: Ryan Salvador
 - e. Guests: Donna Walley, Debbie Smith
 - f. McDaniels: not in attendance

- II. **Visitors Presenting**
 - a. McDaniels Advertising Update – Wayne showed QR code sample, if we approve, they will make them for all LMA members. It will go to website of your choice. Debbie Mulvania moved to approve the QR code design, Tammy Danielson seconded. Motion carried. There will be window clings for all LMA members.

- III. **Open Forum**
 - a. Debbie Smith reported that Bob Schiffke has decided to retire. Rita Farro is the new Buffalo Bill Museum director. They wish to have her assume Bob’s seat on the Tourism board. The museum has a permanent seat. Ryan Salvador said Rita needs to submit an application to be on the Tourism Board. Then the Tourism board will vote on it. The Tourism board will then send a recommendation to the city council. The city council will vote on. Debbie reported they have decided to delay the Wild West Show one year to find a suitable location.

- IV. **Tourism Manager Servicing Report – Cindy Bruhn**
 - a. Iowa PBS people are here 2 days. The show date is to be announced.
 - b. McDaniels – they have done 3 video shoots.
 - c. Iowa Tourism Grant has been applied for.
 - d. Compiling materials for Quad City art trail
 - e. Fall Market Days this weekend.
 - f. Cindy and Wayne reviewed capital improvements last week (items to consider: trolley, signage down the road, new Christmas decorations (only one year left))
 - i. Emily asked about better signage by Kwik Star, more enticing to bring people downtown.
 - ii. Wayne will talk to DOT about what we can do with signs, he has read the regulations but needs to have a meeting with DOT.
 - iii. We had money put aside to maintain speakers, where is it.

- iv. \$100K Welcome Center money left.
- g. Dirty Water Music Building has sold. It has a furnished apartment for long-term rental. Main floor and basement will be available for retail.

V. **Board Action Items**

- a. Approval of minutes from September regular meeting. Debbie Mulvania moved, Tammy Danielson seconded the approval of the September regular meeting minutes. Motion carried.
- b. Approval of Office of Tourism's September invoices. Emily Gwin moved, Debbie Mulvania seconded the approval of the Office of Tourism invoices. Motion carried. One of the charges in the September invoices is an annual charge for Pandora music.
- c. Committee Reports:
 - i. Marketing Alliance – talked about QR codes, increasing membership and upcoming events.

VI. **Other Discussion Items**

- a. Use of 2 Kiosks on Cody Road – Wayne needs to price and talk to DOT.
- b. Budget Brainstorming – Need to create a coherent, cohesive and strong presentation. We need to poll local businesses for what they like about current advertising agency and what they would like to see more of. We can provide feedback to McDaniels. This could lead to a need for an increased budget. Emily would like consistent graphics and social media on LeClaire events. Some of these events are run by local volunteers who don't have access to graphic designers. Emily would like to see an event coordinator position or an economic development person. Wayne asked Emily to write her ideas up in a proposal.
 - i. A,B,C package is done by 12/15/23
 - ii. Budget certified in March.
 - iii. We need to come in early with a good plan.
 - iv. November meeting will be a budget meeting.

VII. **Old Business**

- a. LeClaire Information Center application for Iowa Welcome Center partnership has been approved.
- b. Iowa Tourism Grant has been submitted.

VIII. **New Business**

- a. Marketing Alliance meeting at Happy Joe's on Wednesday October 18th, 8:30 am.
- b. Tourism board meeting at Holiday Inn Express on Friday, November 3rd, 8:30 am. Focus on Budget Proposal

IX. **Adjourn**

- a. Debbie Mulvania made a motion to adjourn. Tammy Danielson seconded. Meeting adjourned at 9:31 am.

CLAIMS REPORT
Check Range: 10/01/2023-10/31/2023

VENDOR NAME	REFERENCE	VENDOR TOTAL
COMMUNITY SUCCESS INITIATIVE	23/10 TOURISM MANAGER	3,350.00
IOWA AMERICAN WATER CO.	23/09 WATER SERVICE	19.55
M & M FLOOR CLEANING	23/09 JANITOR	151.00
MCDANIELS MARKETING	MARKETING & ADVERTISING	16,163.19
METRONET	23/09 INTERNET/PHONE	130.47
MIDAMERICAN ENERGY	23/09 GAS & ELECTRIC	84.25
VISA	TIMELY W/ FRGN FEE	1,319.90
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	Accounts Payable Total	21,218.36

Break down
↓

009-550-6419 = \$ 994.50
Timely yearly renewal

009-550-6499 = \$ 28.95
Monthly Pandora payment
= \$ 296.45
Full year payment Pandora

Total \$1319.90



Buffalo Bill Museum

199 N. Front Street, LeClaire Iowa 52753

www.buffalobillmuseumleclaire.com
contact@buffalobillmuseumleclaire.com

(563) 289-5580

October 31, 2023

Honorable Mayor Gerard
& City Council Members

As you know Bob Schiffke is no longer the Executive Director of the Buffalo Bill Museum. He is our member on the Tourism Board. Due to more health issues, Bob is not going to be able to continue as our representative on the Tourism Board.

Our new Executive Director, Rita Farro, has submitted an application to join the Tourism Board. We are authorizing her to be our representative on the board.

Please let us know if there is anything else we need to do to make Rita our voting member on this board.

//signed// Debbie Smith, Executive Secretary

smith5grand@gmail.com

563-249-4403

CF:

City Administrator, Dennis Bockenstedt

Tourism Board, Cindy Bruhn

Buffalo Bill Museum Executive Director, Rita Farro

Buffalo Bill Museum Board President, Steve Fye

Committee / Board Membership Application

Step 1

Name:	Rita Farro
Mailing Address:	2592 Middle Road
Phone Number:	5635295438
Do you live within city limits?	Bettendorf
Sex:	Female
E-mail Address:	farrorita@gmail.com
Which age group do you represent?	51+
Present Occupation:	Executive Director, Buffalo Bill Museum
Do you pay LeClaire city taxes?	no
Have you ever been arrested for and / or convicted of a felony charge?	No
Last year of formal education attained:	14
If you are a college graduate, what is your degree designation?	<i>Field not completed.</i>
Please list other areas of experience, skills, or qualifications that you feel we should know about that will assist us in our selection process:	Writer, book author, Marketing Director in sewing industry for 25+ years.
Have you ever served on a LeClaire city committee board in the past?	No

If "yes" please specify which one(s) and when *Field not completed.*

Please check whichever city committee(s) or board(s) that you may be interested in serving on: Tourism

Electronic Signature Rita Farro

Date October 24, 2023

(For City Use Only)

Date Received: 10/24/2023

Distributed: 10/24/2023

Initials JS
