

LeClaire Tourism Board Minutes 1/4/2021

Attendees: Cindy Bruhn (Tourism Manager), Janet Willman (Non-profits – Museum & Civic Center), Mandy Harvey (Crane & Pelican), Debbie Mulvania (First Central State Bank), Michael Brisch (Holiday Inn Express), Monica Schoens (Grasshoppers) Ryan Salvador City Council Liaison), Bob Schiffke (Buffalo Bill Museum) and Carrie Stier (Twilight Riverboat – events)

Absent: Liz Quinn (Wide River Winery) & Tammy Danielson (Bela Shop)

Guests: Beth & Randy from Mc Daniels

Meeting was called to order at 8:35 am by President Harvey.

Budget: Ryan S. explained the two budget proposals that were distributed. The first was the same as for 2020/21 with 67% of \$127,000 going to tourism. The second proposal (50% of \$127,000) is the response the finance budget meeting came up with after meeting with emphasis on a business fee/tax so that there would be equal participation. Ryan said we need to get on the schedule for the February meeting of the Committee of the Whole. He suggested the Tourism budget committee needs to meet to go come up with three budget proposals (Desired, Satisfactory & Will Settle for).

Cindy B. explained that last year's advertising budget was \$92,000 so the proposed \$84,463 would only be \$8,000 less. Mandy H. suggested that everyone provide feedback on proposal and ideas by email so that the revised proposals could be gone over at the February board meeting.

Ryan S. suggested that a business fee/tax should be included but proposed for the 2022/23 budget year since all business are hurting in the present economy. Randy M. will provide examples from different cities. The fee should offset the Marketing Alliance dues.

Charging Stations: Ryan S. reported that as of now the MidAmerican charging stations will be placed on the levee. MidAmerican Energy has not approved yet.

Mc Daniels Marketing Presentation: Beth and Randy summarized the last month's activity. The latest emphasis on Eagle Watching is getting good response. The new billboard is up on I-80 and looks good. An ad will be going out the end of January to the Twilight email list/website. Cindy is continuing to handle social media. It was suggested that perhaps Mc Daniels could do a class/seminar on how to update Google accounts and websites this Spring.

Open Forum: Both Carrie S. and Michael B. said reservation are improving but still down from previous years.

Tourism Mgmt Report: Cindy B. reported on the 2020 Christmas event. A tree for future decorating was donated and a group of locals was created to help with future Christmas in LeClaire events. The radio show that Ryan Burchett and Bobby Ray Bunch have hosted for the last year is done unless someone decides to take it over.

Action Items: Carrie S. made a motion to approve the December meeting minutes with Debbie M. seconding. Motion was approved.

Janet W. made a motion to approve the tourism invoices with Debbie M. seconding. Motion was approved.

The Marketing Committee will meet Wednesday, December 6th at 8:30 via Zoom.

Bits and Pieces will mention live music being provided at various locations in LeClaire. Cindy B. requested that if any business has a package or Valentine's Day specials, to let her know so she can help promote it.

Debbie M. made a motion to adjourn meeting with Michael B. seconded. Motion approved and meeting adjourned at 10:00 am.

Respectfully Submitted by

Janet Willman for Liz Quinn, Secretary