

LeClaire Tourism Board Minutes 2/1/2020

Attendees - Cindy Bruhn (Tourism Manager), Janet Willman (Non-profits, helps at Civic Center and Museum), Mandy Harvey (Crane & Pelican), Liz Quinn (Wide River Winery), Bob Schiffke (Buffalo Bill Museum), Tammy Danielson (Bela Shop), Carrie Stier (Riverboat Twilight – events), , Debbie Mulvania (First Central State Bank), Michael Brisch (Holiday Inn Express), Monica Schons (Grasshoppers),

Guests: Beth and Randy from McDaniels, Bobby Ray Bunch

Absent: Ryan Salvador (City Council Liaison)

Mandy called the meeting to order at 8:31am

Bobby Ray Bunch presenting the Food Truck Fight 2021 – set up to be extremely safe.

Food Truck Fight in June 18-19 on the Levy in LC

Working closely with Scott Co Health Dept

Northside of the levy.

Cap the attendees at 1000 – will provide plenty of space.

Will be required to purchase tickets in advance so we know exactly how many people.

No money exchanged at the gate.

Rather than a 1 day, break it down into 3 small events.

Friday 5-9pm, Saturday 11am-3pm, Saturday 5-9pm. Use 2 Hour break to turn over the event.

Sanitizing tables, chairs, beverage tent and food trucks. Garbage and recycling cleaned up.

10 Food Trucks (rather than 20) – will provide plenty of space.

Encourage people to bring chairs.

Partnering with Great Western Supply to keep things sanitized and safe for the event.

Providing masks.

This is on the City Council Agenda tonight

Proceeding with planning with Food Truck Fight and other events. Be clear about what types of situations will require change.

No general admission.

Perhaps coordinate with Twilight River Cruises and make tickets available to some cruisers.

Shops With Hops

Had a great event in August 2020

Planning this year for May 22, 2021. Half or normal capacity. 200 people.

Probably renting Pavilion.

Cindy encouraged that we work more with the Parks & Recs.

Debbie moved to approve both of Bobby's events

Tammy seconded

Motion passed.

McDaniels Advertising Update

Spent time putting together the July 2021-June 2022 Marketing Plan and Budget

Carrie contributed to the Travel Iowa Newsletter

Highlighting Eagle Watching in Digital Ads.

Updating Holiday Inn Express Ad photo to be more seasonal appropriate.

Eagles don't seem to be nesting in this area this year.

For February - Switching from Eagle Watching to Romance Weekend Getaway

McDaniels presenting to the City Council. Starts at 6pm (an hour earlier).

Tourism Budget is the only budget discussion tonight.

Giving different options. Plan A includes investment in Economic Development campaigns.

Need to go for it.

Open Forum

Tammy from Bela bought the building that they're in, leasing other retail space to Bamboo Baby. Great fit. Keeping those storefronts filled!

Artswork Building – Steventons owners buying the building. Leasing space to a construction firm?

Mandy taking over the AM Saturday radio show time.

Cindy stated that we can add things to the Tourism Website that will make planning events on the Levy easier.

Pebble Creek event center.

MRDC buying building next door for events.

Riverview Lodge doing nice small events.

Deli owner looking for space in LeClaire. Sliced meats and cheeses.

Frustrated over the Sneaky Pete's Building being vacant for so long. Owned by Steventon's owners. It's a big void in the downtown LeClaire tourism area.

City of LeClaire starting to move from Mediacom to MetroNet. Information Center will switch to MetroNet.

Mike Wolfe being approached about doing a video with a history review of LeClaire. Something we can share online.

Budgets and City Hall

Hired a new City Administrator (Ed staying on for the transition)
Jenna replaced Wendy as secretary.
New people at City Hall with new energy.
Discussed hiring a finance manager on a consultation basis.

Action Items

Debbie moved to approve the January 2021 minutes.
Tammy seconded
Motion carried.

Reviewed invoices.
Janet moved to approve the invoices.
Deb seconded
Motion carried.

LeClaire Marketing Alliance is this Wednesday.

Attend the City Council meeting to review the Tourism Budget presentation.

Business License Fee

Ryan is an advocate to establish one.
Don't have to implement right away. Could institute in 2021-22.
Not everyone is paying their fair share.
Carrie noted that the Hotel/Motel tax is supposed to cover tourism costs.
Rough proposal from Mandy
Every business pays \$300 Business License Fee.
LMA members would not pay this in addition, but could continue to pay \$900 LMA for better marketing exposure.
City would take an administration fee.
Jo Davis County runs this through their Tourism Board rather than the City.
Can we apply new funds to help attract and promote events.

Debbie moved to adjourn
Carrie seconded.
Motion carried. Meeting adjourned at 9:51am.