

## LeClaire Tourism Board Minutes 3/1/2020

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), Ryan Salvador (City Council Liaison), Monica Schoens (Grasshoppers), Debbie Mulvania (First Central State Bank), Michael Brisch (Holiday Inn Express), Tammy Danielson (Bela Shop), Carrie Stier (Riverboat Twilight – events),

Guests: Kathy Harris, Beth and Randy from McDaniels, Cindy Bottrell

Mandy called the meeting to order at 8:33am

**Kathy presented her 2021 Great River Rumble event – a kayak and canoe paddling trip on The Mississippi River Saturday July 31.** She brought a 1 page information sheet detailing what they need from LeClaire, and an overview of the event.

200 people in the last few years, but unsure of the turnout for 2021.

School district is considering letting their group use their Junior High parking lot. Going to take their trailers with them. Just parking cars.

Janet moved to approve the event  
Bob seconded the approval  
Motion carries.

**Cindy Bottrell of Bettendorf presented Tomrov – Tour of the Mississippi River Valley – a bike ride June 11-13.** She provided a one page information sheet. LeClaire is not a formal stop on the tour, but it's on the way. Princeton Pancake breakfast on Saturday June 12.

500-800 riders starting in Bettendorf on June 12, 5:30-6am, around 6:30-7am could be arriving in LeClaire.. LeClaire businesses should be open early June 12 to attract any of the bikers.

Sunday, the bikers start at Isle of Capri and go towards Scott Co Park, then head back towards LeClaire. Sunday, the bikers may arrive in LeClaire 11am-3pm – last stop of the day.

Requesting exclusive use of the South Levy. Cindy Bruhn asked that she fill out the Levy Request Form Packet, and check off the need to discuss with the LeClaire police. Discussed using signage to encourage safety for vehicles and bikes.

Bob moved to approve the event  
Janet seconded it.  
All in favor. Motion carries.

Ryan Salvador advised that as long as Tourism Board has approved the event, the Council just needs the packet filled out and they'll review and the event will be supported.

### **McDaniels presented their Advertising Update**

Ryan Salvador advised that "Option A" has not been formally approved yet, but that the Option A budget amount is included in the overall budget that the Committee of the Whole is reviewing this evening. Dennis is questioning the amount.

Ryan asked that McDaniels put together a strawman describing when the right time is to invest that amount \$ in the Advertising Marketing plan and why.

McDaniels is going to wait to put a formal 2021/22 until the budget is approved. That would likely be in April. Execution of the plan starts July 1, 2021.

Beth reviewed a campaign strategy document

Culinary and Libations Lane

How we're using the Travel Iowa Grant funds

Leveraging visitors' social media posts and images. They get shared a lot and the photos are authentic. McDaniels following processes for getting permission from visitors to use their LeClaire visit images from their social media posts.

Buffalo Bill Museum opening back up. McDaniels proposing doing a History Lovers campaign.

March too early for a Twilight Campaign

Girls Getaway Shopping. Freshen up Your Décor with the Spring Season.

Discussed banner ad on the QCVB web site. QCVB web site is one of the biggest referring web sites to visitleclaire.com. Currently Twilight has the banner ad space, and McD does not want us to give up the space.

Discussed the importance of the LeClaire businesses sharing the Visit LeClaire Facebook and Instagram posts on their pages.

### **The Tourism Board is really hoping the City Council approves the Option A Advertising Budget that promotes Economic Development.**

#### Open Forum

Bob spoke about the museum reopening this Friday. Open Fridays, Saturdays and Sundays in March. Having hosts available is a challenge, but more of them are returning from their southern snowboard locations and getting their COVID vaccines. We'll see how it goes.

Crane & Pelican also reopening in March. Opening 11-2, 5-8pm

In April. Adding "Outdoor Plans" with grilling and beers.

Wide River Winery will restart outdoor live music on Fridays 5-8pm beginning May 28.

Need to register for QC Restaurant Week happening Mar 22-28

Donate 3 \$25 gift cards to participate

Helps to run a special

<https://qcrestaurantweek.com/>

New owner of Riverview Road House.

**Bison Bridge Project – repurpose I80 bridge after the new one is built.**

Want an endorsement (not funding) from Tourism Board. Old bridge would be a great way for bicycles and pedestrians to cross the river. Living Land and Waters. Timeline 5 years out.

Janet moved to endorse the Bison Bridge Project

Liz seconded it.

All in favor. Motion carries.

Ideating outdoor spring events that we could market. Sidewalk Sales? Spring Market Days

Health and Supplements Store is going into the building next to GraniteX

MRDC purchased the vacant building next door, and will be turning it into an event center. All very happy to have a building that was vacant for so long to be a part of Cody Rd again.

Public Works will start taking down the Christmas Decorations this week.

Action Items

Debbie moved to approve Feb minutes

Bob seconded.

All in favor. Motion carries

Bob moved to approve the Feb invoices.

Janet seconded.

All in favor. Motion carries.

We've made clear what we think a business license fee should look like. Please refer to previous months' Tourism Board Meeting Minutes to review the structure and amounts recommended.

Michael moved to adjourn

Debbie seconded.

All in favor. Motion carries. Meeting adjourned at 10:01am.