

LeClaire Tourism Board Meeting - Apr. 4th, 2022

In Attendance; Cindy Bruhn, Deb Mulvania, Bob Schiffke, Tammy Danielsen, Carrie Stier, Rich Henning, Emily Gwin

Call to order @ 8:33am

Visitors Presenting;

*-Liz Comp with Tug Fest*

- Requesting levee usage Aug. 8th-14th (Mon-Sun) and waiving of the rental fees
- TugFest still rebuilding from 2020
- Fees were waived LY
- Levee usage vote; Deb move, Carrie 2nd

*-Luke Guyton with Fit Wave Gravel Race*

- Gravel bike ride on Nov. 5th, starts at 10am-11am, finishes at 1-2pm
- 2 distances; 60 miles & 20-30 miles - same day
- Would like to use north section of levee & possibly middle section
  - 200 people, parking & registration
- Goal of event to draw from midwest area
  - Chicago, Madison, etc.
- Bicyclists would do actual event outside of LeClaire (on gravel roads)
- Awards/raffles after the event
  - And maybe an after celebration downtown?
    - Cans of beer and meal?
    - Sponsorship? For after race events?
- North end eve usage vote; Rich move, Tammy 2nd

*-McDaniel's Marketing Presentation;*

- New TV commercial & video;
  - Direction from Mike Wolfe
  - Adventure Tourism
- TED Campaign;
  - Next feature;
    - New businesses that have opened
      - The Market 2
      - The Cody Rd. Trading Post
      - Blue Iguana expansion project?
- Tourism Budget Update;
  - City Council?
- Marketing Plan Revision;
  - Iowa Tour Guide vs Group Tour Media
    - Click through numbers not as strong as wanted
  - Twilight & LeClaire tourism Ad
    - Split cost?
  - Concentration on group tours
- Google;
  - Extra areas to boost up budget
  - Event ads;
    - Wine Hop
    - Shops with Hops

- Facebook;
  - Great River Road ads
  - Girls Trip
  - Spotlight Videos
    - High engagement
- Completion Updates;
  - FY23
    - “We’re Still Open” construction plan;
      - July-Sept 2022
      - Not receiving any additional funds for advertising
      - Construction not taking place on weekends
      - Staging? Where will the large equipment be stored?
- PPC Reports;
  - Great click thru rates & engagement with videos
  - Google search was running;
    - Click thru rates;
      - up 31%, and was already up previously
      - Pent up demand for travel
      - Very encouraging!
- TED Report;
  - Clicks up 8%
    - Gaining traction
    - New LinkedIn-will slowly improve
    - Clicks on FB

#### Open Forum;

- Bob Schiffke with Buffalo Bill Museum;*
  - Cody Family Association Reunion
    - 40 people staying in LeClaire for 3 days
    - June 16th-18th
    - “Head Quarters” at Comfort Inn
    - Business can donate for “Welcome bags”
  - Museum updates;
    - 2 new Buffalo Bill exhibits
    - Pearl Button machine on loan from Muscatine, IA
    - Benches commemorating LeClaire schools
      - LeClaire school society

Approval of Minutes; With Revision: Shill & Mike with What BBQ were present at last meeting.  
Rich move, Bob 2nd

Approval of Invoices; Emily move, Bob 2nd

Marketing Alliance meeting this Wed. @ 8:30am at Happy Joe’s

#### Old Business;

- Budget
- Event Packet revisions;
  - Still working out
  - New Parks & Rec position has been filled—Greg Ludwig
    - Maybe he can be assistance with that?

Next Tourism Board meeting is May 2nd at 8:30am

Adjourned meeting at 9:39am; Rich move, Emily 2nd

