

## LeClaire Tourism Board Minutes 4/5/2021

**Attendees:** Cindy Bruhn (Tourism Manager), Janet Willman (Non-profits – Museum & Civic Center), Mandy Harvey (Crane & Pelican), Debbie Mulvania (First Central State Bank), Ryan Salvadore (City Council Liaison), Tammy Danielson (Bela Shop) and Bob Schiffke (Buffalo Bill Museum). Due to Zoom connectivity problems Michael Brisch (Holiday Inn Express), Monica Schoens (Grasshoppers), Liz Quinn (Wide River Winery) and Carrie Stier (Twilight Riverboat – events) were unable to connect.

**Guests:** Beth from Mc Daniels (on the phone), Chris and Sherry Zaruba (Vettes on the River) and Chris Ball (LeClaire City Administrator)

Meeting was called to order at 8:39 am by President Harvey.

**Vettes on the River:** Sherry reported that they expect the event to be large this year on August 28<sup>th</sup> because they are not limiting attendees. In 2019 Vettes on the River raised \$18,000 for veterans. Ryan said he would talk about the event at COW that night even though the city packet has not yet been filled out. Debbie M. made a motion with Tammy D. seconding to allow this event. Motion carried.

**Mc Daniels Marketing Presentation:** Beth presented the updated reports and discussed projects in process. The new spring ads were launched starting April 1<sup>st</sup> rotating two designs.

**Open Forum:** Mandy H. said the Crane & Pelican will have jazz on the lawn. Bob S. reported that the Buffalo Bill Museum will start being open every day in April but at reduced hours. Ryan S. wants the committee to put the packet on line and will ask Bobby Bunch and Chris Cournoyer about it. Bob S. also commented on the levee being paved. He is concerned about parking on the levee once the new event center opens.

**Tourism Mgmt Report:** Cindy B. talked about asking QC Arts if they would be interested in painting a mural on the side of a LeClaire building and suggested that Mike Wolf might allow his building to be used. She also reported that Friday Night Live will be starting soon with eight music locations. John McGivern's Main Street television show wants to do a show in LeClaire. There are eight restaurants participating in QC Restaurant Week. The British Auto Fest will be on the levee August 7<sup>th</sup>. The event will not require much space. Cindy passed out Bison Bridge stickers to anyone interested to put in their business window. She reported that tour busses will start coming to town again soon. It was suggested that local shops create kid's corners for children to shop for Mother's Day gifts with items within their price range.

**Action Items:** Debbie M. made a motion to approve the March meeting minutes with Tammy D. seconding. Motion was approved.

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

The Marketing Committee will meet Wednesday, April 7<sup>th</sup> at 8:30 via Zoom with a Bison Bridge update.

Bits and Pieces will now be created quarterly. Ryan S. reported that the budget was approved. President Harvey thanked Ryan for all the work he did.

Mandy H. volunteered to create a business license plan and will send out to tourism members for input and suggestions. Debbie M. said the downtown music has stopped working. The city is working on fixing the problem.

**New Business:** Mandy has chosen not to rerun for tourism president again and asked if anyone is interested in the position. She also said that Cindy's contract needs to be reviewed.

Debbie M. made a motion to adjourn meeting with Tammy D. seconded. Motion approved and meeting adjourned at 9:50 am.

**Respectfully Submitted by**

Janet Willman for Liz Quinn, Secretary