

## LeClaire Tourism Board Meeting - May 2nd, 2022

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

Sitting in; Dayle Hall, Wendy Bloomington, Annette Black, Greg Ludwig, Dennis Bockenstedt

Call to order @ 8:37am

Visitors Presenting;

- Dayle Hall - LeClaire Christmas Tree Update;
  - Did not decorate LY due to tree age
  - Would like to do a tree lighting
    - Dec. 6th at 6pm during Christmas in LeClaire
    - Encompassed with event
    - Spoke to Diane—she approves
  - Not expecting huge crowd but will be included in the flyers
  - More for LeClaire community, wait to make event bigger when the tree gets bigger
  - Would city put the lights up on tree if paid?
  - Would also like to use pavillion for hot chocolate & coffee?
    - Happy Joe's?
    - Put Christmas lights around the roof?
  - Will look for donations for lights & labor
  
- Patriot Hunts Riverfest - Wendy Bloomingdale's & Annette Black;
  - Organization that helps combat wounded veterans
    - Takes them on hunting trips
    - 100% of funds received goes to the veterans
  - Requesting the usage of the levee Sept. 9th-11th—all day
    - Fishing Derby
    - Live music, food trucks, auctions, raffles, etc.
  - Rich move to approve levee usage, Tammy 2nd
  
- Bob Schiffke - Cody Family Reunion;
  - Slight changes to previous schedule
    - June 16th-18th
    - Added Sunday church service & breakfast on levee
  - Urging people to go to May 5th meeting regarding Phase 2 & sidewalk construction
  - Museum has 3 new exhibits including pearl button machine
  
- McDaniel's Marketing;
  - Completed items in April;
    - Iowa Tour Guide - Print ad
    - Target group tours
    - Twilight featured - co/op
  - TED post-featuring Market 2, working on Cody Rd Trading Post
  - Series of new ads;
    - Great River Rd
    - Girls Trip/Getaway
  - Facebook;
    - Wine Hop
    - Great River Rd

- Girls Getaway
- Click through rate 5.4%
- Post shares;
  - Girls shared 42 times
- Great month!

- Google;
  - off google in March
  - Started April 8th
  - Good click through rates

- Google Search;
  - Last month 11% increase
  - Click through rate slightly down, 5.27%
  - Lodging was the most searched
    - Omaha, NE

- TED report;
  - One post-new store; Market 2
    - Good numbers
  - Need updates on available properties

- Events help engagement rates and new followers
  - Loyal & active

- In Progress Campaigns;
  - I-80 billboard design is out contract-not compliant
    - Needs updated/redesigned
    - How much time do we have?
      - Dennis B. sure that if we come up with a plan that the DOT will give us ample time
      - Budgeted on 2023/2024 amendment?
      - Dennis B. will continue to communicate with DOT
  - McDaniel's will work on new billboard design in the meantime

- Working on plan to shoot new video;
  - Adventure tourism
    - Need coordination
      - volunteers, etc.
      - Gravel bike races would be perfect

- Marketing Plan
  - Waiting to get on City Council
  - McDaniel's presenting first Monday in June?
- This month's ad topics;
  - Shops with Hops
  - Twilight-new set
  - Focus on history with Bob Schiffke
    - Before & after photos of downtown?

- Tourism Manager Report;
  - April 5th was John McGivern's TV show premiere
    - Great turnout and event
    - Can use those assets for future social/marketing use

- Wine Hop was April 23rd
  - 550 people attended
  - Huge event & minimal issues
  - Gorgeous weather
- Wanted to do Spring Sidewalk Sales on May 7th
  - Cindy didn't receive feedback from shops
- Shops with Hops on May 21st
- Cars & Coffee was April 23rd 8-11am
  - HUGE, took up the entire levee, all 3 sections
  - Public restrooms were not opened yet
    - This was an issue as people used the museum instead
- Certified Ambassador Course
  - Cindy is now certified
    - 4 hour course
    - QC Tourism opportunities
- May 5th Meeting - Regarding Phase 2 & Sidewalk Construction
  - 6pm @ City Hall and Zoom?
  - Last meeting for sidewalk construction
    - Get details of construction plan out to public
  - Phase 2;
    - Beginning design phase
    - Gathering info
    - One year for preliminary design
  - Join virtually via [visitleclaire.gov](http://visitleclaire.gov), notifications, sign up
- Bison Bridge Meeting - May 11th
  - Illinois DOT not looking at Bison Bridge
    - Zoom Mtg
    - Email questions ahead of time
    - Be active!
- Iowa Tourism Conference;
  - Cindy attended
  - Crane & Pelican won award
- One Sound Piano Project x RME;
  - Painted pianos placed 11-12 QC locations for public use
    - Antique Archaeology will be a piano placement
    - Memorial Day-Labor Day
- Calliope Concerts -Twilight Riverboat;
  - Week of 23rd @ noon
  - New release?
  - Kick start the cruise season!

Approval of Minutes; Rich move, Tammy 2nd

Approval of Invoices; Sara move, Emily 2nd

Marketing Alliance on Wed., May 4th @ 8:30am

Board Seat Renewals;

- Emily Gwin - Retail
- Carrie Stier - Events
  - Rich move to approve, Tammy 2nd
    - Move to City Council-May 16th COW

Old Business;

- Event packet;

- Have not done anything further

Next Tourism Board Meeting - June 6th @ 8:30am

\*Tourism Manager contract approval in June. Contract runs July-July

Deb adjourned meeting @ 9:48am; Emily move, Rich 2nd