

LeClaire Tourism Board Minutes 5/3/2021

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

Guests: Beth from Mc Daniels and Chris Ball (LeClaire City Administrator)

Meeting was called to order at 8:30 am by President Harvey.

Mc Daniels Marketing Presentation: Beth reported that Visit Quad Cities approved our banner ad for their website. The same ads (Twilight & Antique Archaeology) that are in Travel Iowa will rotate. They're developing the summer campaign and working on Friday Night Live highlighting culinary and libations (Sip and Taste the Best of LeClaire). McDaniels will be hosting a webinar to help marketing alliance members June 2nd at the regular meeting. Michael B. will check if the Holiday Inn Express is available. Beth also mentioned that they will be adding the Chicago area back into the promotions.

Open Forum: Mandy H. said the Crane & Pelican's Jazz on the Lawn was a huge success. Carrie S. asked when the levee parking lot would be open again. Chris Ball said he would check on it and let her know.

Tourism Mgmt Report: Cindy B. reported that Mike Wolf agreed to allow a mural to be painted on the side of his building on Wisconsin Street. She also spoke of Mother's Day Market Place Kid's Corner through May 9th. LeClaire Nutrition and Celebration Center are both new chamber members.

Cindy toured the Riverview Lodge and said it was very impressive. There will be a junior bass tournament this summer and Main Street filming will be filming LeClaire May 24th and will show on television in January. The Bison Bridge project will be creating an ad promoting the project. She also reported that there are nine venues participating for Friday Night Live.

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

Janet W. made a motion to approve the tourism invoices (with the \$142 garbage bag charge being investigated) with Debbie M.. seconding. Motion was approved.

The Marketing Committee will meet Wednesday, May 5th at 8:30.

Bits and Pieces is being created quarterly.

Bob S. made a motion to approve the Business License Proposal starting July 2022 with Tammy D. seconding. Motion was approved.

Discussion Items: The tourism manager's contract was discussed: there was a salary raise in 2019; it was suggested that the position should be made full time in the future because LeClaire needs to improve in order to move forward. Debbie M. made a motion to approve the contract with Janet W. seconding. The motion was approved.

There are several positions (restaurant, retail & non-profit) on the tourism board that will expire June 30th. President Harvey said she does not plan to continue on the board. Several local people were suggested to invite to fill the positions.

Old Business: It was brought up that the cities' speed cameras are giving LeClaire bad reviews.

Debbie M. made a motion to adjourn meeting at 10:20 with Tammy D. seconding. Motion approved.

Respectfully Submitted by

Janet Willman for Liz Quinn, Secretary