

# Tourism

LeClaire Tourism Board Meeting - June 6th, 2022

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

Sitting in; Peg with British Auto Fest, McDaniel's Marketing, Mike Wolfe

Deb Mulvania call to order at 8:33am

Visitors Presenting;

-Peg with British Auto Fest

- Requesting use of center and south sections of levee
- Saturday, Aug. 6th 6am-4pm (registration cut off at 10am)
- 60-100 cars
- Rich move, Tammy 2nd

-McDaniel's Marketing;

-Status Report;

- I-80 billboard design;
  - Per Iowa DOT updates
  - Will go up quickly
- New TV commercial;
  - MW voice over, Mike to record locally
  - Build the desire to adventure here
  - More 60 sec scenes
  - Focus on outdoor shots
  - Great River Road-planting a seed to travel
    - "Main Streets on the Mississippi"
- Rack Brochures;
  - Getting ready to print
  - Minimize cost
    - Print on demand
- IA Co-op application opens today at 10am
  - Working with Cindy
- TED Campaign;
  - New Cody Rd. Trading Post
  - Building/Restoration/Preservation
- Marketing Plan;
  - Revisions & finalization for COW tonight
  - Updated numbers on web traffic
  - Large increases on traffic
  - New digital assets;

- Play in LeClaire
- History of LeClaire
- Facebook;
  - Strong numbers
- Google;
  - Increase in clicks
  - 1 million in impressions
- Add employment opportunities to TED

Open Forum;

- Cody Family Reunion next week
  - Headquarters at Comfort Inn
  - 40-50 people
  - Goodie Bags
    - Drop off items to museum to be included

Approval of Minutes; Rich move, Tammy 2nd

Approval of Invoices; Rich move, Emily 2nd

Marketing Alliance was last Wed. at 8:30am at Happy Joe's

- Small turnout

Bits and Pieces; Events

Tourism Manager Contract Renewal (7/1/22-7/1/23)

- Need to move on to council
- Budget approved back in Feb
- Sent out for RFP-roughly 3 years ago?
  - Time to send out again in Spring 2023?
- Evaluate/revise job description
- Rich move, Emily 2nd

Board Seats (7/1/22-7/1/23)

- Rich Henning nominated for President
- Carrie Stier for Vice President
- Deb Mulvania for Treasurer
- Emily Gwin for Secretary

Old Business;

- Revised Event Packet; no updates

Next Marketing Alliance meeting will be Wednesday, July 6th at 8:30am at Happy

Joe's

Next Tourism Board meeting will be Monday, July 11th at 8:30am