

## LeClaire Tourism Board Minutes 6/7/2020

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

Guests: Carrie Long runs the Tugfest

Absent: Ryan Salvador (City Council Liaison), Monica Schoens (Grasshoppers),

Mandy called the meeting to order at 8:38am

Carrie from Tugfest requesting use of the Levee.

Midnight on August 9<sup>th</sup> – August 16

Cleaning on the night of Aug 15 and 16.

\$25 for a pass (all the rides 5-10pm)

Looking forward to a successful busy year.

Twilight won't be there during the Tugfest week this year. When Twilight returns to cruise 3 times a week, Carrie Stier wants assurance that parking would be available on Sundays to customers next year.

Try to work with the Buffalo Bill museum.

Debbie moved to approve the motion to allow/support Tugfest 2021 on the LeClaire levee.

Tammy seconded

All approved.

Motion carried

McDaniels provides Marketing Status Report

After the online reputation workshop last week, McD took videos of LeClaire businesses for summer.

Carrie Stier inquired how international customers are finding out about Twilight. McD thinks it's through American Pickers.

Bill says getting a lot of visitors traveling along the Great River Road.

Tagging #GreatRiverRoad #Travellowa #VisitQuadCitiies. @

None of the board members had questions about the McD proposal.

Suggestion to post menus on restaurant windows.

Cindy provided a report of businesses closing and opening.

A boutique is opening in Emily's space.

Sneaky Pete's announcement of tearing down, rebuilding. Probably starting this fall 2021.

Burchetts and Mike Wolfe met with Big River Antiques building owner. If we hear of someone looking to buy or rent.

Celebration Center (by MRDC) opening August 1. Cindy attending a bridal shower there in Sep. New guest house opening in Emily Gwinn's former house.

Monica's Driftaway house has been sold.

Darlene Nichols closed her guest house.

Best of Midwest Travel Magazine ad generating lots of requests for brochures.

John McGivern's Main Street crew was filming in LeClaire. Cindy will share with us. Museum crew dressed in costume. Out of Milwaukee and featuring the Midwest. They're featuring LeClaire and Dubuque for Iowa.

Appreciated Holiday Inn Express's hospitality during the Online Reputation Workshop delivered by McD. Cindy will email us a powerpoint of the presentation. Workshop had good attendance.

Interviewed by KWQC leading up to Friday Night Live.

Bison Bridge – bisons located by distillery. Make an impression. "Join the Herd"  
Maybe do a Buffalo scavenger hunt.

Tours are back!

National Jersey Cow convention will be at the Isle of Capri June 20-28. Cindy putting together some promo packages.

Businesses happy with the Friday Night Live.

Starting in July What BBQ is doing Sizzling Summer promotion with Channel 4. A grilling contest.

4 towns, LC is one.

Channel 4 Newsvan is promoting What BBQ (title sponsor)

Looking for a griller for LeClaire (someone in the public eye – City Council Member or Police)

Trying to draw more people here.

Winner of each city. Then will be a cookoff at the end.

Debbie moved to approve the May meeting minutes.

Bob seconded it.

All in favor.

Motion passed.

Janet moved to approve the invoices. Bob seconded. All in favor. Motion passed.

**LMA meeting in person at Happy Joes in July 7.**

Discussion Items:

Business License Fee – being reviewed by the City Administrator. Waiting on City Council approval. Might need a public hearing. LeClaire Tourism Board proposal has clear intentions of the use of the funds.

Mandy requested that the Tourism Board should be able to use the City Council room (instead of overly warm meeting room)

Cindy will create the agenda, as interim President.

Chamber of Commerce is having an in person networking event at the new Riverview Lodge tomorrow (Tuesday) 5:30-7:30pm.

Emily Gwinn taking on a ½ term for the Board to replace Monica Schoen's 1/2 term.

Liz moved to approve Janet's application for the board.

Mandy seconded. All approved

Motion carried.

Received 2 applications for the Restaurant representation on the LeClaire Tourism Board.

Rich Henning is a dues paying member for LMA.

Shill Hunter from What BBQ does not pay dues and will not pay dues to the LMA.

Carrie Stier moved to approve Rich Henning

Janet seconded. All approved. Motion carried.

Rescheduling July Tourism Board meeting on July 12. We will vote on new officer board positions on that day.

Debbie moves to adjourn, Mandy seconded. All in favor. Meeting adjourned at 9:56am.