

LeClaire Tourism Board Meeting – July 11, 2022

In Attendance: Bob Schiffke, Tammy Danielson, Debbie Mulvania, Rich Henning, Carrie Stier (via Zoom), Cindy Bruhn, Randy McDaniels and Beth Geier (via Zoom).

Absent: Emily Gwin, Sara Sampson, Rebecca Theone, Brandon Nichols.

Meeting called to order at 8:33am.

Visitors Presenting: McDaniels Marketing

- Hard copies of rack brochures are being printed.
- It will be viewable online.
- Maps of LeClaire are being done and will be distributed along with the brochures to be delivered to all businesses who want them.
- Interest in a “sweepstakes” for people to WIN a nice price package for LeClaire.

We need businesses (hotels / restaurants / shops) to donate things for the prize. (bela will donate a gift card.)

- New I-80 billboard has been installed. The design was pre-approved by Iowa DOT.
- Looking into TBK and how we can advertise there better.

Tourism Manager Report:

- Survey is being worked on; responses will be shared when compiled.
- Need to re-visit car charging stations for LeClaire.
- Database has grown to over 7,000.

Board Action Items:

- Approval of minutes from the June, regular meeting: minutes haven't been supplied yet.
- Approval of Office of Tourism Invoices: Debbie moved, Tammy seconded.

Committee Reports:

Marketing Alliance: Consider moving LMA meetings to a different week; such as 3rd Wednesday of the month.

Bits & Pieces/Events: this info is submitted quarterly. Perhaps share that businesses need workers.

Event Packet: Greg Ludwig is working on updating it. Chris Cournoyer will put it online.

New Business: Tourism meets on August 1.

LMA meets on August 3.

Rich asked to adjourn the meeting; Debbie moved, Tammy seconded.