

LeClaire Tourism Meeting Minutes - Monday, August 2nd

In attendance: Deb Mulvania, Cindy Bruhn, Emily Gwin, Bob Schiffke, Cody Woeckener, Tammy Danielsen, Rich Henning, Tracy Northcutt, Carrie Stier

Minutes Approval: Rich move, Emily second

Invoices Approval: Rich move, Emily second

Board Positions:

Sarah Sampson with Bamboo Baby to fill the Retail Position—Rich move, Emily second

Cody Woeckener with Holiday Inn Express to fill the Lodging Position—Rich move, Emily second

Visitor Presentation:

McDaniel's Marketing:

- Retail videos up on the website under shipping menu
- Travel Iowa social post for LeClaire
- GroupTourMedia.com-bus tours, digital ad on website, leaderboard ad
- Website updates—Shop Small page, displaying what options are available for shopping
- History video project with Mike Wolfe
- Social Marketing Report:
 - Increase in clicks and impressions on social, 246 shares (Trip planning: Twilight, Pickers, Taste & Sip)
 - Twilight post shared 200 times
 - Google searches almost doubled
 - Fall couples' getaway for next campaign
 - Speed camera conversation—fact finding WQAD

Finance Committee:

- Dennis Gerard, Amy Blair, & Mayor Ray Allen

Discussion Items:

- Speed cameras-where are those funds being allocated? City Council has not yet decided
 - Speak up!
 - September 7th-Open Forum about speeding camera & funds
- Great River Rumble—200 canoes Saturday
- British Auto Fest—this weekend (8/7)
- WHBF—Sizzling summer promo with What BBQ
 - Competition Friday of Tug Fest?
- Taking inventory of what properties/buildings are currently available

Shopkeeper's Meeting on Wednesday the 4th @ 8:30am @ Happy Joe's

Next Tourism Meeting: Monday, Sept. 13th @ 8:30am

Deb moved to adjourn meeting at 9:56am, Rich second