

Loess Hills Alliance
Economic Development Committee Meeting
DRAFT MINUTES
February 29, 2016

I. Call to Order

The meeting was called to order by Chairman Renea Anderson at 10:07 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

II. Roll Call

Shirley Phillips, Michelle Wodtke Franks, Brenda Windmuller, Pat Hume, Cindy Thompson, Kathy Dirks, Jeremy Butrick, Teresa Miller, Dawn Snyder, Justin Herbst, and Renea Anderson were present.

A Motion to approve the Minutes from December 9, 2015 was made by Cindy Thompson, seconded by Shirley Phillips. Motion Carried.

III. Financial Report

The Economic Development Committee Financial Reports were passed out to the Committee Members. Michelle Wodtke Franks, Golden Hills RC & D Representative, presented the Financial Report to the Economic Development Committee. Our Iowa Magazine was paid \$332.00 for 1/6 vertical page ad-Dec/Jan 2016 and \$332.00 for 1/6 vertical page ad-Feb/Mar 2016 issue, IEDA Foundation was paid \$3,675.00 for 2016 IA Travel Guide LHNSB ad, and Omaha Magazine, LTD was paid \$1,450.00 for the full page ad/Council Bluffs Convention & Visitors Guide. As of 02/22/2016 Open Funds to Obligate or Carryover is \$49,826.19 and Cash On Hand is \$62,207.04. In addition, the National Guard of Iowa-\$165.00, Midwest Living magazine-\$3,450.00, Tristate Package-\$450.00, IA Outdoors magazine-\$225.00, Traveliowa.com Re-marketing Program-\$1,000.00, and Western IA Tourism Region-\$11,170.00 will also be paid FY16 3rd Quarter. Approximately \$31,133.19 funds will be left to Obligate or Carryover FY2016. Michelle Wodtke Franks will send out a revised Financial Report to the Economic Development Committee.

A Motion was made by Pat Hume, seconded by Dawn Snyder to accept the Financial Report. Motion carried.

IV. Old Business

A) Advertising Update – The Economic Development Committee decided to obligate the remaining \$31,133.19 funds for updating and reprinting the Loess Hills National Scenic Byway Guidebook in the fall. At this time, the Economic Development Committee decided not to do Loess Fest Sponsorship. A discussion was held on the Brown Family Music Show Sponsorship. The Brown Family will be performing and filming at the Loess Hills Alliance Day on the Hill on Tuesday, March 8, 2016, will have the Brown Family Music Show RFD-TV program in the Fall with national exposure, will perform at the Heartland Byways Conference in Council Bluffs on Tuesday, April 5, 2016, and will be filming in the Loess Hills.

A Motion was made by Dawn Snyder, seconded by Cindy Thompson to have Michelle Wodtke Franks check with the University Of Iowa Outreach Engagement Program to help with a 15 Second Commercial Sponsorship Development for the Brown Family and future website for the Economic Development Committee. Motion carried. The Iowa Tourism Office will also be contacted to see what footage of the Loess Hills they have that may be available to use. Cindy Thompson will check to see if Kathy Fiscus has the BACA footage.

B) Web Traffic and Improvement/Update- The December and January stats for the mycountyparks.com website were passed out to the Committee Members. There were 688 visits with 79.94% new visits and 773 page views for December. There were 691 visits with 75.98% new visits and 774 page views for January. The December report showed the international visitor, Russia, with 429 Sessions(62.35%) and the January report showed the international visitor, Russia, with 465 Sessions(67.29%). The visitloesshills.com website had 1,263 visits with 86.62% new visits and 2,346 pageviews. The English/US visitor had 1,081 Sessions(85.59%). Anderson turned it in to Senator Grassley's office as per the request of the LHA Board. It is now with the FBI cyber terrorism agent.

C)Byway Conference Update-Brenda Windmuller, Golden Hills RC & D, passed out the Heartland Byways Conference information to the Committee Members. The conference will be held on Monday, April 4 through Wednesday, April 6, 2016 at the Holiday Inn @ Ameristar Conference Center in Council Bluffs, Iowa. At this time, the conference has approximately \$24,500.00 in sponsorship with 90 people including vendors registered. The three day conference will include keynote speakers, breakout sessions, a Byway tour including DeSoto National Wildlife Refuge, Harrison County Welcome Center, and Hitchcock Nature Center, entertainment by the Brown Family, a reception & exhibitor networking at the Heartland Ballroom, and a dinner by the Bodega Victoriana Winery. Pat Hume, Kathy Dirks, and Renea Anderson will be attending the Heartland Byways Conference through the \$5,000.00 Sponsorship.

V. New Business: None

Announcements: Michelle Wodtke Franks announced that she had some packets made for any of the Economic Development Committee Members that are attending the Loess Hills Alliance Day on the Hill. The LHA Day on the Hill will be Tuesday, March 8, 2016.

The House Chamber will meet at 8:30 am and Senate Chamber will meet at 9:00 am.

There will be a Meet and Greet with a power point and cookies for the legislators from 1:00 pm to 3:00 pm in Meeting Room 15. To recognize the late Representative Jack Drake, a pictured frame of a Wild Rose and Yucca Plant in the Loess Hills will be given to the Jack Drake Family.

VI. Next Meeting Date: Monday, May 23, 2016 at 10:00 am., Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

VII. Adjournment: A motion to adjourn was made by Kathy Dirks, seconded by Shirley Phillips. Motion carried. The meeting was adjourned at 11:53 am.

Respectfully Submitted by
Jeannette Riesberg
LHA Office Secretary