

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**DRAFT MINUTES**  
**February 27, 2017**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:03 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Cara Morgan, Jeff Franco, Jeremy Butrick, Justin Herbst, Twila Larson, Becca Castle, and Renea Anderson were present.

A Motion to approve the Minutes from December 5, 2016 was made by Twila Larson, seconded by Justin Herbst. Motion Carried.

**III. Financial Report**

The Economic Development Committee Financial Reports were passed out to the Committee Members. Cara Morgan, Golden Hills RC & D Representative, presented the Financial Reports to the Economic Development Committee. Our Iowa Magazine was paid \$332.00 for 1/6 vertical page ad-Feb/March 2017 issue, Sioux City Journal Communications was paid \$780.00 for December 2016 Billing, IEDA Foundation was paid \$5,550.00 for the 2017 Iowa Travel Guide, and Golden Hills RC & D was paid \$5,000.00 for the 2017 IA Prairie Conference Sponsorship. As of 2/15/2017 Open Funds to Obligate or Carryover is \$12,092.42 and Cash On Hand is \$34,818.12.

A Motion was made by Twila Larson, seconded by Jeff Franco to accept the Financial Report. Motion carried.

**IV. Old Business**

A) Advertising Update – Renea Anderson stated that the Loess Hills Guidebook photo and a Ken West photo from Hitchcock Nature Center was shown in the Travel Iowa Guide. The Feb/March Our Iowa magazine issue featured a photo from Harrison County (outside of the Loess Hills). New photos of the Loess Hills were shown to the Committee members from the website of Gerald Rowles. Gerald has a rate sheet for anyone that would like to purchase his photos. Anderson will contact Gerald to see if he would like to share any photos with the Loess Hills Alliance. Anderson stated that the Committee will need to check to see if any updates are needed for the Loess Hills National Scenic Byway Guidebook. The Alcohol Beverages Division (ABD) Truck Wrap of the Loess Hills is still traveling around the country. The Highway 20 Archeology Project is being overseen by a different group (not a Loess Hills town). The Legislatures will be contacted to see if this issue can be changed for future advertising of the Loess Hills. Golden Hills RC & D will be working on a quarterly digital LHA Newsletter. Hard copies of the newsletter will be used for public outreach.

B) Web Traffic and Improvement/Update- The January stats for the visitloesshills.org website were 1,173 visits with 85.25% new visits and 2,172 page views. The report showed the visitor, United States, with 907 Sessions (77.32%). The January stats for the loesshillsalliance.com website were 183 visits with 84.15% new visits and 234 page views. The report showed the international visitor, Russia, with 95 Sessions (51.91%). The new Loess Hills Alliance website is up and running. The photos that are shown on the website were taken by Lance Brisbois. If any changes are needed for the website, the Committee members will need to email the information to Lance Brisbois.

C) Lucky I Prize-Our Iowa Magazine- Thank you cards are still being received from the Lucky I Prize winners for the Our Iowa magazine. Harrison County presented the Lucky I Prize \$100.00 gift donation this month. Plymouth County will be in the next rotation to present the Lucky I Prize \$100.00 gift donation for Our Iowa magazine. The Our Iowa magazine is doing a good job featuring the Loess Hills.

**V. New Business:** None

**Announcements:**

The Loess Hills Alliance Day on the Hill will be held on Monday, March 13, 2017 from 11:00 am to 4:00 pm at the Iowa State Capitol Rotunda. At least one person from each County is encouraged to come to the Loess Hills Alliance Day on the Hill.

Cara Morgan and Becca Castle (new employees from Golden Hills RC & D) were introduced to the Economic Development Committee. We welcome Cara and Becca to the LHA Economic Development Committee.

The Loess Hills Alliance Committee meetings will be held on Wednesday, March 1, 2017 in Pisgah at the Loess Hills State Forest Headquarters. The Stewardship Committee meeting will meet at 9:00 AM, Executive Committee meeting at 10:30 AM, and Full Board meeting at 1:00 PM. An orientation for all new LHA Board members will be held at noon before the Full Board meeting. A copy of the revised Board Manual, 2016 Annual Report, Bylaws, Brochures, Calendar of Meeting Dates, and the Loess Hills National Scenic Byway Guidebook will all be presented to the LHA Board members. All Economic Development Committee members are welcome to come.

Harrison County Tourism is sponsoring a Hospitality Training on March 21, 2017 at 5:30 PM at the Mondamin Community Center. The program will be conducted by ISU Extension specialist, Abbie Gaffey. The public is invited.

The Harrison County Development Corporation is celebrating their 50<sup>th</sup> Anniversary at their annual meeting on April 20, 2017 in Mondamin. There will be a \$10.00 charge per person. A silent auction will also be displayed.

**Next Meeting Date:** Monday, June 5, 2017 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**VII. Adjournment:** A motion to adjourn was made by Twila Larson, seconded by Justin Herbst. Motion carried. The meeting was adjourned at 10:49 am.

Respectfully Submitted by  
Jeannette Riesberg  
LHA Office Secretary