

Western Iowa Tourism Region Meeting
Nov. 5, 2019 • Kings' Pointe, Storm Lake

President Andy Milam called the meeting to order at 3:30 p.m. and guided everyone through the items in the packet.

Approval of Agenda:

John Westergaard moved to approve the agenda, with Kathy Dirks seconding the motion.
Motion carried.

Approval of September 2019 Minutes: Freda Dammann moved to approve the minutes, with Brian Kessler seconding the motion. *Motion carried.*

Financial Report: Shirley presented the report. Everything is in line for this time of year. Connie Lind moved to approve the report with Julie Kent seconding the motion. *Motion carried.*

State Tourism Office Report: Katie Kenne presented the report:

- Industry pages have been updated. Check out traveliowa.com/industry partners
- In order to provide content highlighting unique, seasonal destinations across the state at the relevant time to travelers, we will produce two travel guides in 2020. Travel Guide ads are available to secure for both the Spring/Summer & Fall/Winter guides now.
 - SPRING/SUMMER
 - Space Reservation Deadline: December 17, 2019
 - Artwork Due: December 20, 2019
 - FALL/WINTER
 - Space Reservation Deadline: July 17, 2020
 - Artwork Due: July 22, 2020
 - More details can be found on traveliowa.com/industry partners under the marketing tab
- IEDA will be moving offices on December 6. Starting on December 9, 2019, the mailing address will be changing to:
1963 Bell Avenue, Suite 200
Des Moines, IA 50315
- Freedom Rock 99 counties check off list launches around this Veterans' Day
 - Working directly with Bubba on this program
- Made in Iowa Gift Guide features curators from across that state that have selected some of their favorite made in Iowa gifts for the holidays. This will be promoted on social in November
- Share Your Story Form on ThisIowa.com, Send Jessica your upcoming anniversaries in 2020
- New Economic Development Coop has been launched. For more details <https://www.iowaeconomicdevelopment.com/businesscoop>
- Iowa Tourism Grants will be announced after the review committee meeting on Tuesday, November 12.
- Iowa Tourism Conference registration will hopefully be out later this month.
 - Save the date – March 2-4, 2020 Hilton Des Moines Downtown.

Travel Federation of Iowa report: Shirley gave the following report:

- You can still sign up to be a District Leader, just let Shirley know.
- Hotel/Motel tax issue will be one bill we are supporting this year, raising it from 30 days to 91 days so tax can be collected.
- Funding remains an issue. We are still 42nd in the nation for tourism marketing funding.
- Significant effort will be done this year to pass the funding for IWILL and we need to support the Quality of Life issues.
- School Start date: We will still be watching this issue and you can help us by sending us the reactions as to what happens in your community when school starts early with any lost financial revenue.
- Online sports betting and betting at casinos brought in \$8.6 million since the middle of August and some of the casinos were not online. This is definitely another source of revenue for the state.
- Establish a relationship with your legislators now before the session begins in January.

Rebecca Peters reported that the **TFI Legislative Showcase** will be Monday, Mar. 2, 2020 at the Iowa State Fairgrounds. Registrations forms will be out soon. Please watch for more information.

American Bus Association: The Iowa Group Travel Association is interested in knowing who is attending so they can coordinate with you. If you don't know who to reach out to, please let Shirley know and she will pass it along. WITR will have bags for those on the FAM tours and Lisa Riggs asked that if anyone wanted to contribute items to let her or Shirley know.

Destination Development memberships: Shirley reported we were able to come up with the minimum of those wishing to extend their memberships. She has invoiced everyone.

Next meeting: Our next meeting will be held Jan. 22, 2020 at the Cobblestone Inn & Suites Event Center in Holstein. This will be our annual State Staff Town Hall Meeting. Mark your calendars.

Adjourn: John Westergaard moved to adjourn at 4:03 p.m. with Kathy Dirks seconding. Meeting adjourned.

Respectfully submitted,
Shirley Phillips