

CONVENTION AND VISITORS BOARD

MINUTES

Lower Level Conference Room – 6:00 p.m. – December 14, 2016

The meeting was called to order at 6:00 p.m. Members present were Robert Bahn, Greg Jenkins, Beth Johnson, Tony Loconsole and Mary Wildermuth. Also present was CVB Director Ky Cochran. Members absent were Tina Boldt.

Board member Johnson moved that the minutes from the 10/26/16 board meeting be approved. Seconded by board member Bahn. All ayes; motion carried. Correction to be made including Greg Jenkins as absent from previous meeting.

The board initiated their discussion with regards to the 2017/2018 budget. Director Cochran provided a copy of the requested budget and notified us there were no real changes to it compared to the current year. Primary expenses continue to be personnel and marketing. It was brought up that the CVB would be dipping into the reserve fund next year for approximately \$17,000, which is included in the Communications and Utilities line item budget of the requested 2017/2018 budget. Also noted was that monetary contribution by the CVB in regards to the rebranding branding of Muscatine will come after branding is complete; branding expenses for city are not coming out of CVB expenses, rather our initiatives will support those efforts through our marketing campaign. The presentation of the budget to the city is February 2; the presentation to the county for funding is January 19.

Board member Bahn moved to show approval of the recommended budget. Seconded by board member Loconsole. All ayes; motion carried.

The next agenda item was focused on CVB Goals and Metrics. Director Cochran amended this document to be reflective of current and upcoming activity, removing completed tasks from the list.

Additional discussion centered on the visitors guide for 2017 and what the next steps were. The board suggested to perhaps print a smaller amount and/or a smaller scale document with less ad space to get by until the city branding initiative is complete so as to incorporate those pieces into the guide.

Director Cochran ends her employment with the CVB on Friday, December 16.

Board member Jenkins moved to adjourn the meeting at 6:23 p.m. Seconded by board member Wildermuth. All ayes; motion carried.

Ky Cochran, CVB Director