

CONVENTION AND VISITORS BOARD
MINUTES
Council Chambers – 5:30 p.m. – September 2, 2015

The meeting was called to order at 5:36 p.m. Members present were Tina Boldt, Robert Bahn, Beth Johnson, Mary Wildermuth, and Peg Heither. Also present was City Administrator Gregg Mandsager and CVB Director Ky Cochran. Members Absent were Tony Loconsole and Greg Jenkins.

The first item for discussion concerned the establishment of a meeting date and time. The consensus was for the monthly CVB meeting to be held the second Tuesday of the month starting in October. A special meeting will be held on September 16. Potential agenda items for September include accomplishments, goals, the marketing plan.

The next item for discussion was member training. Jeff Schott with the Institute of Public Affairs at the University of Iowa will conduct a board training on September 10th at 5:30PM in the City Hall Lower Level Conference Room.

There was a preliminary discussion concerning the election of officers. The CVB ordinance, role and election of officers was discussed. The Chair and Vice Chair elections will be held at the September 16th meeting of the board.

The meeting ended with general discussion and comments from the City Administrator Mandsager, CVB Director Cochran and Board members. Topics covered included the budget, upcoming review of the board's accomplishments, vision, marketing plan and goals. The board should submit suggested agenda items at least one week in advance of the next regular meeting. The City Administrator briefly reviewed opening meetings, records and email.

Board Member Wildermuth moved the meeting be adjourned at 6:35PM. Seconded by Board member Heither. All ayes; motion carried.

Gregg Mandsager, City Administrator

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Lower Level Conference Room – 5:30 p.m. – September 16, 2015

The meeting was called to order at 5:35 p.m. Members present were Tina Boldt, Robert Bahn, Mary Wildermuth, Greg Jenkins, Tony Loconsole and Peg Heither. Also present was CVB Director Ky Cochran. Members absent were Beth Johnson.

Board member Heither moved that the minutes from the 9/2/15 board meeting be approved, with a correction to state that regular meetings were determined to be on the second Wednesday of every month. Seconded by board member Bahn. All ayes; motion carried.

The first item for discussion concerned the election of officers for chair and vice chair of the board. Board member Heither nominated Boldt for chair. The nomination of Boldt was seconded by Loconsole and Boldt was unanimously elected chair for a one-year term. Wildermuth nominated Loconsole for vice chair, seconded by Boldt. Loconsole was unanimously elected vice chair for a one-year term.

The board held its preliminary discussion on budget and goals and will continue the discussion at its next meeting on Oct. 14.

The meeting ended with general discussion and comments from CVB Director Cochran and Board members. Topics covered included a marketing committee and future agenda items such as a director's report and Chinese tourism.

Board member Jenkins moved the meeting be adjourned at 6:40 p.m. Seconded by Board member Wildermuth. All ayes; motion carried.

Ky Cochran, CVB Director

CONVENTION AND VISITORS BOARD
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Lower Level Conference Room – 5:30 p.m. – November 11, 2015

The meeting was called to order at 5:35 p.m. Members present were Tina Boldt, Robert Bahn, Beth Johnson, Greg Jenkins, Tony Loconsole and Peg Heither. Also present was CVB Director Ky Cochran. Members absent were Mary Wildermuth.

Board member Jenkins moved that the minutes from the 9/16/15 board meeting be approved. Seconded by board member Heither. All ayes; motion carried.

The board held its discussion about CVB goals, during which it crafted several recommendations. Those recommendations included goals such as to capitalize more on visitors while they're here by crafting materials to guide them, by creating tourism infrastructure like wayfinding, and by partnering with local merchants to best empower them to take advantage of visitors, particularly through better communication between them and the CVB and through creating a comprehensive calendar of annual events to be used by them.

Other goal recommendations included to capitalize on events and programs which Muscatine already has that attract visitors by partnering with organizers to support and grow the events and programs; to participate in the joint marketing initiative with other community agencies, with a mind toward destination marketing; to prepare for Chinese tourism; to support for Cochran's efforts through a volunteer network and/or through paid help; to target marketing to particular groups including Chinese tourists and those visiting the soccer complex; and to craft a long-term vision for the CVB.

Board member Jenkins moved the meeting be adjourned at 7:15 p.m. Seconded by board member Loconsole. All ayes; motion carried.

Ky Cochran, CVB Director