

**Muscatine Convention & Visitors Bureau Update  
To the Muscatine City Council  
Executive Director, Hannah Wilke  
Thursday, September 12, 2013**

- Introduction of the new Coordinator of the CVB
- Recent transitions in the CVB
  - Mayor Hopkins established 21 member Board of Directors
  - Decision was made for the CVB Coordinator to become a city employee and work out of the City Hall office
  - Funding formula that was changed which has allowed for a full-time director starting fiscal year July 1, 2013
  - Heather resigned April 5th and Janet Morrow served as interim coordinator from April 15-July 15
  - New Coordinator hired and started July 16, 2013
- Significant milestones:
  - New website [www.visitmuscatine.com](http://www.visitmuscatine.com)
  - New Visitor's Guide (3700 distributed to date)
  - Active Marketing Committee 9 members
  - Active Volunteer Engagement Committee with United Way
- Outreach to Countywide staff and attractions  
(Include but not limited to)
  - Muscatine County Fair in West Liberty
  - Hoover Nature Trail
  - Saturday night stock car races in WL
  - Wilton Founders days
  - Durant Polka fest
  - Ardon Creek Winery
  - Wild Cat Den
  - Wilton Candy Kitchen
  - Pine Creek Grist Mill
  - Farmer's Market (farmers are county residents)
- Welcome input from council members