



**City of LeClaire, Iowa**  
**Office of Tourism**  
**Tourism Board Agenda**  
**Monday, April 4, 2022 – 8:30 a.m.**  
**Council Chambers & [Electronic Attendance Link](#)**  
**325 Wisconsin St**  
**LeClaire, IA**  
**[www.leclaireiowa.gov](http://www.leclaireiowa.gov)**  
**[www.visitleclaire.com](http://www.visitleclaire.com)**

- I. **Call to order**
- II. **Visitors Presenting**
  - a. Gravel Bike Race, Luke Guyton
  - b. Tug Fest, Liz Comp
  - c. Patriot Hunt RiverFest, Wendy Bloomingdale & Annette Black
  - d. Mc Daniels Marketing Presentation
- III. **Open forum**
- IV. **Tourism Management Servicing Report – Cindy Bruhn**
- V. **Board Action Items:**
  - a. Approval of Minutes – March 14, 2022
  - b. Approval of Office of Tourism Invoices - discussion
    - i. Pre-approval of upcoming regular bills if needed
  - c. Committee Reports:
    - i. Marketing Alliance
  - d. Bits & Pieces/Events
- VI. **Other Discussion Items:**
- VII. **Old Business:**
  - a. Budget
  - b. Event packet
- VIII. **New Business:**
  - a. Tourism board meeting at City Hall on Monday, May 2 2022
  - b. Marketing Alliance meeting at Happy Joes on April 6, 2022
- IX. **Adjourn**

***Title VI Notice to the Public***

***It is the policy of the City of Le Claire to assure full compliance with Title VI of the Civil Rights Act of 1964. Related statutes and regulations provide that no person shall on the basis of race, color, national origin, gender, age or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity conducted by the City. Any person who believes that they are being denied participation in a project, being denied benefits of a program, or otherwise being discriminated against because of race, color, national origin, gender, age, or disability, may contact the City Administrator for the City of LeClaire at (563)-289-6004.***

## LeClaire Tourism Board Meeting - March 14th, 2022

In Attendance; Cindy Bruhn, Deb Mulvania, Emily Gwin, Rich Henning, Brandon Nichols, Rebecca Theone, Carrier Stier, Bob Schiffke, Sarah Sampson, Tammy Danielsen

Guest; Sherri Zaruba, Mike Wolfe

Call to order @ 8:34am

Visitors Presenting;

- Vettes on the River - Aug. 27th 10:30am-4pm
  - National Corvette Museum
    - Working on attending
  - Big Dave & Holly's serving breakfast out of pavilion
  - Need full levee usage— all 3 sections
    - Day of event—6am-6pm
    - Using part of Wisconsin St
      - Shade
    - Event starts @ 10:30am
    - Port-o-Potties will be picked up on Monday
    - Working on Poker Run
      - Need items from businesses
  - Emily move, Rich 2nd
- McDaniel' Marketing
  - TED Report;
    - PPC results - LinkedIn & Facebook
      - 34,000 impressions & 259 clicks (LinkedIn)
      - Evenly split demographic
      - Promoting investment opportunities
      - Receiving good feedback
      - Add info on potential of TIFF
  - Main Campaigns;
    - PPC results
      - High performing months
        - Eagle watching, winter getaways
      - FB is a little below LY
      - Google 83% increase
        - Link clicks
        - 10% CTR increase
        - Up 107% from LY
      - Running retail video during month of March
  - Other Topics in Development;
    - Girls Trip & Libation Lane
    - Event coverage
    - Taste of LeClaire - this weekend
      - Radio ad - 104.9
      - 15 participating businesses
      - Need more photo assets
  - Next Marketing Plan for Fiscal Year;
    - WQAD & WHBF - Recommendation
      - Budgeting twice as much
      - 1 guest appearance - Living Local

- First Friday weather update
- Cody Rd Construction Marketing Plan;
  - Campaign proposal
    - April-October
    - Local broadcast
      - Billboard
      - Radio & TV
  - Signage
  - Newsletter updates
  - 2 proposed campaigns—\$98,505 & \$69,040
  - Process moving forward
  - Spend \$52k in 2007 for last LeClaire construction project
  - Produce sizzle reel - google display
    - Video asset for commercial
    - Adventure tourism NOT just heritage tourism
    - Drone footage
      - Great River Road
      - Mainstreet on river
      - Motorcycle shots
      - Boating
      - Wild life footage
      - RV
      - Events/Festivals
      - Tiki Taverns

#### Tourism Report;

- Taste of LeClaire this weekend
- Wine Hop - April 23rd
- Premiere of John McGivern's show - April 5th
  - Free to attend
- Shops with Hops - May 21st
- Food Truck Fight has been moved to Bettendorf
  - June 18th
- Event Planner position?
  - Need someone to coordinate events
  - Interviewing city park position
  - Riveresta?

Approval of Minutes; Rich move, Bob 2nd

Approval of Invoices; Bob move, Rich 2nd

Marketing Alliance met last week—good turn out

#### Old Business;

- Budget approval - City Council
  - Next week
- 2 terms expiring;
  - Emily Gwin - Reapplying
  - Carrier Stier - Reapplying

Next Tourism Board meeting will be on Monday, April 4th @ 8:30am

Next Marketing Alliance meeting will be on Wednesday, April 6th @ 8:30am

**CLAIMS REPORT**  
Check Range: 3/01/2022- 3/31/2022

VENDOR NAME	REFERENCE	VENDOR TOTAL
COMMUNITY SUCCESS INITIATIVE	TOURISM MANAGER	2,350.00
IOWA AMERICAN WATER CO.	WATER SERVICE	14.00
M & M FLOOR CLEANING	JANITOR	151.00
MCDANIELS MARKETING	3/22 TOURISM MARKING	6,523.25
METRONET	INTERNET/PHONE	130.30
MIDAMERICAN ENERGY	GAS AND ELECTRIC	178.28
VINSON L. RAMSEY, JR	LIC 117 S CODY RD	1,100.00
VISA	GO DADDY & PANDORA	46.12
		=====
	Accounts Payable Total	10,492.95