

**LeClaire Tourism Board Meeting- Jan. 3<sup>rd</sup>, 2021**

In Attendance: Cindy Bruhn, Deb Mulvania, Bob Schiffke, Tammy Danielsen, Rebecca Thoene, Brandon Nichols, and Carrie Stier

Absent: Sara Sampson, Rich Hennings, and Emily Gwin

Visitors: Ryan Salvador-City Council and Tourism Liaison

Deb call meeting to order at 8:35 am

Visitors Presenting:

MCDaniel's marketing:

Projects in Progress-

TED campaign launch-landing page developed and reviewed

Invite relators in marketing alliance

Digital ads developed and in review

Video featuring Mike Wolfe (Spring)

Launch dates: website = NLT 01/07/22, campaign = 01/10/22

Travel Iowa co-op ad assets

2022/2023 planning & budget options

"We're Still Open" campaign strategy

-working on click budget

-Railroad EITA meeting

Ongoing management of Facebook boosted posts of retail videos

Website Search Engine Optimization- ongoing

Rack brochure redesign-continue to work through existing inventory before printing new

Social media coaching re: Facebook boosted posts and Instagram- ongoing as needed

Google and social Media Advertising:

Digital program off in January

February: Winter Road Trip-Eagles

FB & IG performance:

167,835 Impressions

51 shares reach 65,193 people

Google

822,586 impressions/5036 clicks

Will be providing 3 proposals for estimate of advertising cost for investment for events

Tourism Management Servicing Report-Cindy Bruhn

Events for future –Eagle, mini events with shops

Budget for incentives for events discussed

New openings:

The Market

Cody Road Trading Company

Van's Pizza

Board Action Items:

Approval of minutes from the December 6<sup>th</sup> regular meeting: Brandon move, Tammy second

Approval of Office Tourism invoices-Bob approval, Tammy second

Other Discussion items:

Budget-Incentive for events

Next Tourism Board meeting will be on Monday, February 7<sup>th</sup> @ 8:30 am

Next Marketing Alliance meeting will be on Wednesday, Jan. 5<sup>th</sup> @ 8:30 @ Happy Joe's

Deb move to adjourn meeting at 9:56 am, Brandon Second