

LeClaire Tourism Board Meeting - Feb. 7th, 2022

In Attendance; Emily Gwin, Cindy Bruhn, Deb Mulvania, Bob Schiffke, Tammy Danielsen, Ryan Salvador, Carrier Stier, Rebecca Theone, & Brandon Nichols

Visitors Presenting;

- Bobby Bunch with BRB Live;
 - Food Truck Fight June 18th noon-8pm
 - North end levee—add the center levee for vendor parking, 20+ food trucks, 3 bands, bounce house, etc.
 - Needs the levee by noon on Friday-Sunday
 - Center levee is not necessary
 - Thursday afternoon
 - Will need parking lot of museum
 - Bob and Bobby to communicate about terms
 - Twilight sight seeing cruises on Saturday
 - Emily move, Tammy 2nd

-McDaniels Marketing Presentation;

- Using Food Truck Fight as ad content on LeClaire social
 - Facebook & LinkedIn
 - TED campaign launched Jan 28th
 - Facebook & LinkedIn;
 - LinkedIn Initial Report;
 - Impressions 8K (LinkedIn)
 - Click thru rate 1%
 - \$1.30 per click
 - Business to business
 - Facebook Report (TED);
 - Boosted posts
 - 750 clicks
 - 3,000 impressions
 - 28% engagement report

-Digital program;

- OFF in January
- Spotlight feature videos
- High click through rate
- Programs are currently back on
 - Eagle watching
 - Winter road trip
- Girl Weekend-coming up
 - Wine Hop-April
 - Eat, drink, shop, etc.

-Next Fiscal Year Plan;

- Change in website traffic
 - Increase 99.2%
 - New website performing well
- Digital results
 - Strong numbers
 - Google search performance
- Goals;
 - Build positive momentum
 - Continue the rebuild-post covid

- TED & Construction report
- Live, work, invest in our city
- Build long term brand
- Continue to produce LeClaire videos
 - History
 - Businesses
 - Etc.
 - Twilight Riverboat
 - “Actual Roadtrip Footage”
 - Mike Wolfe videos
 - Retailers/restaurants
 - Increase lodging options
 - AA as lead driver
- Increase \$10k to local TV buy
 - bidding out with networks
- Digital strategy to stay similar
 - SEO concentration
- Visitor Guide
- Additional ideas;
 - Murals
 - Kiosk map-outside of 129
 - Event posters
 - Budget for 2
 - Winter Eagle watching
 - with AntiFreeze
 - Rent for \$250
 - Vendors, presentations, etc.
 - Jan. 22nd
- Total Prosal-\$110,810

Approval of Minutes; Bob move, Tammy 2nd

Approval of Invoices; Emily move, Tammy 2nd

Committee Reports;

- Cocoa Crawl;
 - Uptick in traffic
- Taste of LeClaire
 - March 19th
- April 5th - Premiere of McGivern video
 - Celebration Center
- Wine Hop
 - April 23rd
- Shops with Hops
 - May 21st
- Railroad Merger update
 - Sign letter to Chuck Grassley
 - Working with Mayor of Bettendorf
- Familiarization Tour
 - Feb. 19th
 - Groups touring local businesses
 - 20 ppl total

Marketing Alliance - Last Wednesday

Other Discussion Items;

- Budget;
 - Needs to go through finance committee
 - Sign mounted to museum wall
 - needs replaced or removed
 - City budgets need approved by March
 - 63% of hotel/motel tax
 - Marketing Alliance update
 - Business license fee?
 - Plan was to be 2022-2023
 - Ask McDaniel's to put together "Marketing" packet for Marketing Alliance benefit
- Tourism Manager Budget;
 - \$28,200 increase to \$40,200 (increases \$1k per month)
 - Emily move, Brandon 2nd

Deb move to adjourn @ 10:34am, Brandon 2nd