

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

