

IOWA MRPC

Saturday, April 27, 2013

The Isle Hotel, Calypso Restaurant, Bettendorf, Iowa

Roll Call: *Commissioners Present:* John Goodman, Debbie Jochims, Larry Kruse, John Oberhaus, Edith Pfeffer, Jane Regan, Patsy Ramacitti, Jay Schweitzer, M.J. Smith. *Technical Committee Present:* Mary Stahlhut, DOT. *Guests Present:* David Dahlquist, Breann Bye, & Becca Drewsup of David L. Dahlquist & Associates. *Absent:* Jackson County Commissioner due to non-appointment

Welcome: Chairman John G called the meeting to order at 8:00 am.

Minutes: Patsy moved and Larry seconded the approval of the March 21, 2013 minutes. Approved.

Treasurer's Report: No action was taken on the Expense Report (Attachment 1).

Fundraising Status Report: Jane reported our CMP checking account had a balance of \$6,054.05 as of April 18, 2013.

Fulfillment of Open Jackson County Seat: Edith understands the seat will be filled at the same time the newly vacant seats are filled. No action taken.

Website: Jane reported that the National website will be up by September with a link to our state website. Edith moved and M.J. seconded that we asked for a proposal from the NE Iowa RC&D for management of our website.

Action: A subcommittee consisting of Edith, Jane and Mary will explore our website alternatives.

Maps Distribution: Tear-off maps of the IGRR were made available as well as Agri Tourism rack cards and The Official Travel Guide to Iowa Byways.

Technical Committee Reports:

- **Marketing:** Jane, Debbie & Patsy. 75th Anniversary
ACTION: John G. will sign a proclamation request and Edith will deliver it to the governor.

Edith moved and Jay seconded that we apply for the \$500 grant from National for multi-media marketing materials. Passed.

ACTION: John G will make the application and Jane will order t-shirts for the Great Race.

Patsy moved and John G seconded that we order 30 collared shirts if possible. Passed.

ACTION: John G referenced the sample proclamation and asked that we get as many mayors as possible to sign one then send them to John G.

John G wants to take these to our September National Meeting.

The National Website needs to include on our State page five evergreen events. John G moved and M.J. seconded that we notify National that our five events are 1) The Bix 7 held the fourth weekend in Davenport, 2) Guttenberg German Fest held the third weekend in September, 3) 4th of July Events in Bellevue and Clinton, 4) Steamboat Days held the week before Father's Day in June in Burlington and 5) The Tri-State Rodeo held the first week in September in Ft. Madison. Passed.

Action: Debbie will forward this information to National.

- **Cultural & Heritage:** Edith stated that each state is to ask the following questions:
 - Does your IC have an existing banner?
 - Does your IC have Treasures of The GRR banner? And is your banner in good, standing position?
 - Does your IC have a metal pole to hold the sign up? And is your pole in good, standing condition?

Action: Before May 10th we each need to visit the ICs in our county and report our findings to Edith.

Later Edith will send us a request to evaluate the ICs.

Action: If your cities have a daily itinerary, please send this to Edith.

Visitor Satisfaction Survey Project Management Approach: David said the target is to get 400 completed surveys, but the results will not be broken down according to counties. Patsy moved and Jane seconded that we approve this approach. Passed.

Action: David asked us to review the sites in our county and let him know of any changes.

Next Meeting: Shawna Lode from Tourism will come to our meetings. Our next meeting will be Thursday, June 6 at 11:00 at M.J.'s home in Guttenberg.

Adjournment: The meeting was adjourned at 8:55 am.

Respectfully submitted,

Debbie Jochims, Secretary