



Summary

Marketing Committee
Thursday, November 14, 2019
12:30pm
Cedar Falls Visitor Center

Committee Members: ✓Luann Alemao, Blake Argotsinger, ✓Rosemary Beach, ✓Carrie Eilderts, ✓Kristen Jegsen, ✓Jay Koweil, Maria Murphy, Gayle Pohl, Andy Woodrick, ✓Sandy Thomas

Guests:

Staff Members: ✓Kim Manning, ✓Bonita Cunningham

Business

Vision Statement

Kim shared an updated version incorporating the changes that were suggested during the last meeting. A few additional ideas included referencing the arts, UNI and encouraging overnight activity. A final version will be posted to the web site and included in our next annual report.

Messaging

Kim shared that positive messaging about the impact of our work was outlined in the Strategic Plan we recently adopted and work has begun – specifically to help move approval along for the addition of a full time assistant. Ideas from the committee included creating a Top Ten Reasons list, testimonials from new residents and business owners, use of language conveying the fact that we are a revenue generator, and perhaps producing a Day in the Life video to communicate what we do. Three Pines Farm was featured in Midwest Living magazine with a six-page article. Kara is doing great work there and we have been promoting them, sending information to the Iowa Tourism Office and even took Debi Durham, Jacque Matsen and Shawna Lode there. It takes a number of things to make Midwest Living article happen and we need to claim our influence.

Another example is the improvements to Seerely Park as a result of the Cedar Falls Authors Festival. We should also report on the number of relocation packets we distribute.

Upcoming Shows / Ads / FAM Tours

Kirsten shared that the American Bus Association Marketplace will be in Omaha in January. This is a great opportunity for all Iowa destinations. She has learned that it is difficult to sell Iowa to tour operators so she has put mystery tours together with great success.

Kim shared that the HelmsBriscoe Fam tour that was cancelled this fall will be reorganized to include meeting planners from additional companies. The committee is researching a spring or summer date and will try again.

Tourism Awards

It will be our turn to host the event this year. National Tourism Week is May 3-9, 2020 so we will look at hosting the event on Thursday, May 7. Perhaps we will use a Cinco de Mayo theme? Sandy and Kirsten each extended an invitation to host the event. They will both check on availability. We will consider ways to involve both spaces if at all possible.

Other

Luann reported she met with Vicki Edelnook, the Cedar Valley's new ambassador to Road Scholar. Vicki suggested we consider offering a combined recreation and culinary tour. Iowa currently has a Road Scholar offering along the Mississippi and there is no reason why we couldn't offer a tour as well. Kim will follow up.

Luann also reported that Pedal Fest 2020 will move to September and include one or two rides each weekend during the month. Rides will include the Denver Waffle Ride, a Mayor to Mayor Ride, and an Entrepreneurs Ride.

Kirsten announced the Thanksgiving Bluegrass Festival will take place at the Hilton and that they will be celebrating their Grand Opening on December 3.

Rosemary suggested we organize a survey for the Sturgis Falls Celebration since it's been a while since this was done.

Our next meeting will be Thursday, January 9, 2020.

Recorded by Kim Manning