

**Loess Hills Alliance**  
**Economic Development Committee Meeting**  
**DRAFT MINUTES**  
**August 28, 2017**

**I. Call to Order**

The meeting was called to order by Chairman Renea Anderson at 10:00 am at the Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**II. Roll Call**

Doug Kuhlmann, Jeremy Butrick, Sam Stivers, Michelle Wodtke Franks, Justin Herbst, Twila Larson, Rebecca Castle, Pat Hume, Dawn Snyder, Mark Eckman, Rich Pope, and Renea Anderson were present.

A Motion to approve the Minutes from June 5, 2017 was made by Michelle Wodtke Franks, seconded by Pat Hume. Motion Carried.

**III. Financial Report**

The Economic Development Committee Financial Reports were passed out to the Committee Members. Michelle Wodtke Franks presented the Financial Reports to the Economic Development Committee. Our Iowa Magazine was paid \$1,992.00 FY18, National Guard of Iowa was paid \$700.00 FY18, Iowa Travel Guide was paid \$5,550.00 FY18, and Council Bluffs visitor Guide was paid \$1,450.00 FY18. As of 8/25/2017 Open Funds to Obligate or Carryover is \$13,995.42 and Fund Balance is \$41,289.95.

A Motion was made by Dawn Snyder, seconded by Justin Herbst to accept the Financial Reports. Motion carried.

**IV. Old Business**

A) Advertising Update – Anderson stated that advertising the Loess Hills through the Our Iowa Magazine, National Guard of Iowa, Iowa Travel Guide and Council Bluffs Visitor Guide will continue FY18.

B) Lucky I Prize-Our Iowa Magazine- Anderson stated that at this time, Monona County is doing a stay at the RT Reese Cabin for the Lucky I Prize in the Our Iowa Magazine. Harrison County is next in line for the Lucky I Prize donation.

**V. New Business:**

A) LHA Budget Update- Anderson stated that at this time, \$12,000.00 has been allocated to the Economic Development Committee FY2017-18. A suggestion was made to thank the Legislatures for the continuing support of the Loess Hills. The Committee was reminded by Anderson to not forget the money may be taken back as the Iowa Legislature is facing a possible special session and needs to cut a lot more money.

B) Printed Materials Update- Copies of drafts of the RVing, Motorcycling, and Birding brochures were presented to the Committee Members. Discussion was held on the changes that were needed. The changes of the Brochures will be updated and sent to be reprinted. The Loess Hills National Scenic Byway Guidebook discussion will take place at a later date.

C) Bird Conservation Area Update- The Iowa Department of Natural Resources is considering designating Bird Conservation Areas in the Forney Lake State Wildlife Management Area, Waubonsie State Park, and the Riverton Wildlife Management Area, Fremont Counties. A public meeting was held on August 17, 2017. This issue is just in the talking stages and getting opinions from the public. These areas are home to approximately 282 bird species.

D) Loess Hills Poster Contest- Dawn Snyder presented the Loess Hills Poster Contest report. Snyder stated that Governor, Kim Reynolds signed the Loess Hills & Heritage Week Proclamation on Thursday, August 24, 2017. Loess Hills & Heritage Week will be held on September 23, 2017 thru October 1, 2017 with activities scheduled throughout the 7-county Loess Hills region. An educational poster contest will be held for the youth in grades Kindergarten through 12<sup>th</sup> grade that reside in one of the seven counties within the Loess Hills Region of Iowa. Cash awards will be received for the winners and the deadline for the contest is September 22, 2017. A Press Release will be sent out. Snyder thanked the Committee Members for helping spread the news concerning the Youth Poster Contest.

### **Announcements:**

The 2017 Iowa Tourism Conference will be held on October 25-27, 2017 in Sioux City, IA. The Loess Hills Alliance will have a booth set up during the Conference promoting the Loess Hills.

Michelle Wodtke Franks presented a brochure of the 2017 Southwest Art Tour to the Committee Members. The Southwest Art Tour will be held on September 16<sup>th</sup> and 17<sup>th</sup>, 2017.

Dawn Snyder presented a pamphlet introducing Nature Calls 2017. Nature Calls 2017 will be held on Saturday, September 23, 2017 at the Sioux City Convention Center from 6:00 - 10:00 pm. There will be nature art vendors, cash raffles, and a charity auction benefiting the Dorothy Pecaut Nature Center.

Rebecca Castle had a booth at the Iowa State Fair for 4 ½ days distributing the Loess Hills Brochures and the Loess Hills National Scenic Byway Guidebooks. Castle stated that there was a very good turnout.

**Next Meeting Date:** Monday, December 4, 2017 at 10:00 AM, Harrison County Historical Village and Welcome Center in Missouri Valley, IA.

**VII. Adjournment:** Chairman, Renea Anderson adjourned the Loess Hills Alliance Economic Development meeting at 11:21 am.

Respectfully Submitted by  
Jeannette Riesberg, LHA Office Secretary.

