



Community Marketing Board Meeting Minutes

Thursday, May 17, 2018 – 5:00 pm

ROLL CALL: Board members present: Smith, Farley, Allen, Lundberg, and Barthelman.
Board members absent: None.

STAFF PRESENT: Danielle Rogers, Community Marketing Manager

A quorum being present Cindy Smith, Chair, called the meeting to order at 5:00 p.m.

In accordance with the Americans with Disabilities Act, Smith questioned if there was anyone present that may require special assistance in being able to participate in the public meeting. There was no response.

Minutes

A motion to approve the minutes for the previous meeting was made by Barthelman and seconded by Allen. Motion passed.

Travel Iowa FY19 Opportunities

Community Marketing Manager Danielle Rogers sent the Community Marketing Board the Travel Iowa FY19 Co-op Partnership opportunities. The board reviewed the opportunities from last year and discussed this year's options especially promoting the video.

The board discussed making reservations:

- Iowa Outdoor Package (Iowa Outdoors & Iowa Sportsman)
- Preservation Magazine
- Vacation Iowa (The Des Moines Register)

- Travel Iowa Facebook Page
- Travel Iowa Facebook Page: Check all months you are interested in.
- TripAdvisor Video

New Business

Barthelman brought up trying to find a way to get Newton back in the editorial conversation in publications such as the Vacation Iowa insert, as well as doing more to promote the historic tourism in Newton.

Adjourn

Lundberg moved to adjourn the meeting, Smith seconded. Smith adjourned the meeting at 5:19 p.m.

Attest:

Danielle Rogers
Community Marketing Manager

Date