



Community Marketing Board Meeting Minutes

Thursday, February 15, 2018 – 5:00 pm

ROLL CALL: Board members present: Smith, Barthelman, Farley, Allen (late arrival).
Board members absent: Lundberg.

STAFF PRESENT: Danielle Rogers, Community Marketing
Manager

A quorum being present Cindy Smith, Chair, called the meeting to order at 5:02 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 December meeting was made by Barthelman, seconded by Farley. Motion passed.

Preserve Iowa Summit 2019

Community Marketing Manager Danielle Rogers shared that the Historic Preservation Commission was forming a subcommittee to help plan the Preserve Iowa Summit in 2019. The Commission is seeking members from the Community Marketing Board to help with marketing and sponsorships. Rogers will attend a meeting with the State Historic Preservation Office and take notes.

Barthelman volunteered; Farley and Smith are considering it. Rogers will share more information at the next Community Marketing Board meeting or via email.

Iowa Speedway Advertising & Marketing Opportunities

Rogers shared information about Iowa Speedway Sponsorship opportunities. The Community Marketing Board wants to explore options of providing information to people who are coming to the Speedway and how can we get them to come back again. This includes people staying in the hotels. Rogers will explore options of sharing information with campers.

RAGBRAI XLVI Update

Rogers shared an update about RAGBRAI including the organization of the Advisory Board, the Executive Committee and upcoming meetings with RAGBRAI staff.

New Business

Barthelman talked about an opportunity to take advantage of an area at DMACC Newton Campus and building a removable display near Building 17. Rogers will discuss with the group that is working on the DMACC Greenspace project.

Bruce Showalter, Newton Housing Development Corporation Executive Director, asked about a billboard for the Housing Incentive.

Adjourn

Barthelman moved to adjourn the meeting, Allen seconded. Smith adjourned the meeting at 5:44 p.m.

Attest:

Danielle Rogers
Community Marketing Manager

Date