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## City Administrator Report to Mayor & City Council

April 27, 2012, Edition No. 45

### Report:

1. Fire Station: The Muscatine Branching Out board has voted to provide and install all of the shade trees for the new station. The tentative date for walkthrough is May 8<sup>th</sup>, but we may place this on hold until we have written confirmation on the warranties related to the precast walls and repairs.
2. Fire Department: Effective Friday, April 20, 2012, Fire Fighter Andy White was promoted to Fire Lieutenant. A badge pinning along with cake and ice cream for Andy will be at 1:30PM on May 1<sup>st</sup>.
3. Annexation: We have received notice from the Secretary of State that the 3 annexations approved by the City Council on April 4th have been accepted and are now final. The only remaining issue from these annexations is the dedication of Shamrock Drive as a public street.
4. City Hall: If you haven't had the chance to see Howard's handy work around City Hall, please check out the wood work that he has been restoring to its original look in lieu of repainting. It looks excellent! It may take a while, but Howard will be making his way through City Hall as his schedule allows.
5. Employment Law: I attended a 1 1/2 day Iowa Employment Law session in Altoona this week. Excellent update on Iowa Law as it relates to the many issues we face – FMLA, accommodation, Iowa law update, investigations, and criminal matters, etc.
6. CVB: Please see the attached DRAFT materials for the CVB. The Committee met to review the CVB funding and several related issues. We plan to have a report out at the May in-depth session, but I wanted to make sure you had the opportunity to review the attached items in advance of the meeting. I would ask that you submit your questions in advance of the meeting. The City Council will be asked to support (by resolution and agreement) providing the CVB with an annual allotment of 25% of the Hotel/Motel tax revenue. This was the unanimous recommendation of the Committee that met to review and discuss these issues. The attached material are the current drafts presently being reviewed and may see some changes between now and the May in-depth.

# AGREEMENT

## MUSCATINE CONVENTION AND VISITORS BUREAU

AGREEMENT, by and between the CITY OF MUSCATINE, IOWA (hereinafter referred to as the "City") and the MUSCATINE CONVENTION AND VISITORS BUREAU (hereinafter referred to as the "CVB").

WHEREAS, **Resolution xxxx**, by the Muscatine City Council provides for the allocation of twenty five percent (25%) of all hotel/motel tax revenue to the CVB to establish and maintain the CVB; and

WHEREAS, said resolution provides for the CVB to be established either separately or by contractual arrangement; and

WHEREAS, **Resolution xxxx** is incorporated by reference into this agreement and officially establishes the City Council's intent in its entirety regarding utilization and expenditure of all revenues derived from the Hotel/Motel Tax.

WHEREAS, the CVB Board of Directors is willing to provide direction, supervision, and administrative support for the Bureau; and

WHEREAS, the City and the CVB agree to the following contractual obligations;

NOW, THEREFORE, IT IS AGREED AS FOLLOWS:

1. ESTABLISHMENT. The CVB will organize, manage and operate the CVB in compliance with all State and Federal laws which apply to a non-profit corporation as defined in Section 501 C(6) of the Internal Revenue Code.
2. PURPOSE. The purpose of the CVB is marketing and promoting the City of Muscatine and surrounding communities as a premier destination for residents and for both leisure and business travelers.
3. BOARD OF DIRECTORS. A CVB Board of Directors will be established to provide program development, financial management, and staff management.
  - A. APPOINTMENT. The Board of Directors shall consist of 21 members. The CVB will seek community leaders from the following areas:
    1. Six (6) board members shall be selected from and represent the major entertainment, attractions and event **organizations/associations** within the community. The Board of Directors shall accept nominations from the Muscatine Soccer Association, Muscatine Bike Club, Muscatine Running Club, Muscatine Baseball Association, Muscatine Symphony, Muscatine Golf Association, and other community associations and appoint one board member, up to a total of six, from these major community organizations.
    2. One (1) board member shall be selected from and represent the **lodging industry** in the Community. The Board of Directors shall accept nominations from the hotel/motel industry

and/or individual hotel or motel owners/operators prior to appointment of this director. Each appointee must hold the position of General Manager or higher.

3. Two (2) board members shall be selected from among **residents** of the community who may or may not be directly associated with the tourism, hospitality or entertainment industries, and who have demonstrated an interest in the community and surrounding area. Volunteer participation in current or past organizations should be taken into consideration for nomination and selection by the Board.
4. Two (2) board members shall be selected from among the **restaurant/bar/food service** industry. The Board of Directors shall accept nominations from the restaurant industry prior to appointment of these directors.
5. Two (2) board members shall be selected from among the **downtown retail** industry. The Board of Directors shall accept nominations from the downtown retail industry prior to appointment of these directors.
6. Two (2) board members shall be selected from among the **other-retail** industry. The Board of Directors shall accept nominations from the other-retail industry prior to appointment of these directors.
7. Two (2) board members shall be selected from among the members of the **City Council and Staff** – one (1) City Council Member and one (1) representative from the Parks & Recreation staff. The Board may invite additional presence at board meetings as they deem necessary.
8. Two (2) board members shall be selected from the Greater Muscatine **Chamber of Commerce and Industry Board of Directors** – one (1) each from large and small business (non-retail) organizations.
9. Two (2) Ex-Officio positions – one (1) current **CEO - Greater Muscatine Chamber of Commerce** and **one (1) Mayor of Muscatine or his/her designee**.

The Mayor will be responsible for appointing the two City representatives to serve on the Board of Directors. The Mayor shall be responsible for appointing the initial CVB Board of Directors, thereafter the Board shall establish the method of appointment.

- B. TERMS. Board of Director members shall be appointed for three (3) year staggered terms.
- C. OFFICERS. The CVB in compliance with its bylaws shall appoint a Chairperson each year.
- D. MEETINGS. Regular meetings of the Board of Directors will be held monthly with a minimum of 10 meetings per year.
- E. BUDGET AND WORK PLAN. The CVB shall submit to the City each year an annual budget based on anticipated revenues and expenses, copies of audited financial statements, and other statements as may from time to time be requested. At least annually, the CVB shall present its work plan detailing results or metrics from the previous year and its work plan for the coming year.

F. SUB-COMMITTEES. Based on Program of Work, sub-committees may be established by the CVB. Non-chamber members and Board of Director members will be encouraged to participate on these sub-committees.

4. FUNDING. The City shall allocate twenty five percent (25%) of all hotel/motel tax revenue collected by the Iowa Department of Revenue within the City limits of Muscatine, and received by the City, which amount shall constitute complete compensation from the City for all of the services to be rendered, including personnel costs, travel, printing and publications, and all other expenses. The sum shall be payable to the CVB in four (4) quarterly installments within 20 days of receipt from the Department of Revenue.

5. ANNUAL REPORT. The Bureau will provide the City with a written annual report each year, to enable the City to determine that the contractual obligations undertaken by the CVB, specifically the work plan, were met. Included in this report will be measurements covering, but not limited to the following areas: Hotel/Motel Tax receipts; visitor counts at welcome center locations; annual advertising expenditures; ratio of advertising dollars spent to documented leads; number of tour groups and associated statistics; number of conventions and meetings and associated statistics.

6. MANAGEMENT. The staffing and management of the CVB is the responsibility of the CVB Board of Directors, who will assume full responsibility for employment, discharge and day-to-day management of the Bureau **consistent with the personnel policies and benefit programs of the Chamber.** Persons employed by the CVB are employees of the CVB, and are not employees of the City.

7. ACCOUNTING. The CVB will maintain separate accounts. All checks will require two signatures of authorized CVB personnel. The Chamber will provide bookkeeping services for the Bureau and will prepare a monthly financial report on the Bureau activities. The finances of the Bureau will be included in the Chamber's annual audit that is conducted by a Certified Public Accounting firm. It is recognized by the parties that the Chamber's fiscal year commences on January 1 of each year.

8. TERM. This Agreement shall be effective beginning July 1, 2013, and may be terminated by either party providing the other a written ninety (90) day notice. All monies, equipment, supplies and other items held in the name of the CVB and funded from revenue received from the City, shall become the property of the City upon such termination.

SIGNED this \_\_\_\_\_ day of \_\_\_\_\_, 2012,

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DeWayne Hopkins  
Mayor

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XXXX  
Chairman  
Muscatine Convention and Visitor's Bureau  
Board of Directors

ATTEST:

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Gregg Mandsager  
City Clerk

**BYLAWS OF**  
**MUSCATINE CONVENTION AND VISITORS BUREAU**  
**(An Iowa Nonprofit Organization)**

**PURPOSES**

The purposes for which the corporation is organized are: (1) To promote the Muscatine and surrounding area as an attraction to tourists, visitors and individuals; (2) to solicit groups, conventions, meetings, trade shows, exhibits, sporting events and special events, through advertising, sales contracts, publications and distribution of descriptive material and such other means as may be necessary or expedient to attract such tourists, visitors, individuals, groups, meetings, trade shows, exhibits, and special events to the City of Muscatine and the surrounding area; (3) to develop increased civic interest in the City of Muscatine and surrounding areas as visitor attractions; and (4) to generally do all those things necessary or appropriate to carry out such purposes.

**ARTICLE I – OFFICES**

1. The principal office and place of business of the Muscatine Convention and Visitors Bureau (CVB) shall be at 102 Walnut Street in the City of Muscatine, Iowa. The CVB may have such other offices or places of business within or outside the City of Muscatine as the Board of Directors (Board) may from time to time designate.
2. The CVB shall have and continuously maintain in the State of Iowa a registered office and a registered agent as required by the Iowa Nonprofit Corporation Act. The registered agent and the address of the registered office may be changed from time to time by the Board.

**ARTICLE II – DIRECTORS**

1. **Tenure and Number.** The number of the Board of Directors of the CVB shall be twenty-one (21). Each Director shall serve one three-year term or until that Director's successor is duly appointed and qualified. The terms may be staggered as directed by the Board. The term shall start July 1<sup>st</sup> of the first year and end June 30<sup>th</sup> of the last. Appointees will be limited to serving two (2) full terms with the exception that the Mayor and Chamber CEO positions will not be subject to term limits.
2. **Appointment and Qualification.** Appointment of Directors shall be in accordance with these Bylaws. The members of the Board shall be appointed as follows:
  - A. Five (5) board members shall be selected from and represent the major entertainment, attractions and event **organizations/associations** within the community. The Board shall accept nominations from the Muscatine Soccer Association, Muscatine Bike Club, Muscatine Running Club, Muscatine Baseball Association, Muscatine Symphony, Muscatine Golf Association other community associations and appoint one board member, up to a total of five, from these major community organizations.
  - B. Two (2) board members shall be selected from and represent the **lodging industry** in the Community. The Board shall accept nominations from the hotel/motel industry and/or individual hotel or motel owners/operators prior to appointment of this Director. Each appointee must hold the position of General Manager or higher.
  - C. Two (2) board members shall be selected from among **residents** of the community who may or may not be directly associated with the tourism, hospitality or entertainment industries, and who have

demonstrated an interest in the community and surrounding area. Volunteer participation in current or past organizations should be taken into consideration for nomination and selection by the Board.

- D. Two (2) board members shall be selected from among the **restaurant/bar/food service** industry. The Board shall accept nominations from the restaurant industry prior to appointment of these Directors.
- E. Two (2) board members shall be selected from among the **downtown retail** industry. The Board shall accept nominations from the downtown retail industry prior to appointment of these Directors.
- F. Two (2) board members shall be selected from among the **other (1)-retail (1)** industry. The Board shall accept nominations from the other-retail industry prior to appointment of these Directors.
- G. Two (2) board members shall be selected from among the members of the **City Council and Staff** – one (1) City Council Member and one (1) representative from the Parks & Recreation staff. The Board may invite additional presence at board meetings as they deem necessary.
- H. Two (2) board members shall be selected from the **Greater Muscatine Chamber of Commerce and Industry Board of Directors** – one (1) each from large and small business (non-retail) organizations.
- I. Two (2) board members shall be the current (1) **CEO - Greater Muscatine Chamber of Commerce or his/her designee** and **the Mayor of Muscatine or his/her designee**.

### 3. **Meetings.**

- A. **Annual Meeting.** The annual meeting of the Board must be held at a place and time designated by the Chairperson. At least ten (10) days notice of the annual meeting will be given to each member of the Board by written notice mailed or e-mailed to each Director's address as they appear in the CVB's records.
- B. **Special Meetings.** Special meetings of the Board may be held at any time or place upon proper notice. Special meetings may be called by the Chairperson or by a majority of the Directors. Special meeting notices will include the name(s) of the Chairperson and/or the individual Directors who request the special meeting.
- C. **Regular Meetings.** The Board of Directors shall, by resolution, provide for regular meetings at such specific dates or regular intervals as the Board may, in its discretion, deem appropriate. The Board will meet not less than monthly. The chairperson may cancel any meeting but may not cancel two (2) consecutive regular meetings.
- D. **Notice of Meetings.** Notice of the time, place and matters to be considered and action taken for each meeting of the Board shall be posted as required by state law and written notice will be provided to individual board members **including ex officio members.**

4. **Quorum and Action.** A majority of the duly appointed members of the Board shall constitute a quorum for the transaction of business. The affirmative vote of a majority of the Board present in person at a meeting at which a quorum is present shall be the act of the Board, unless a greater number is required by law, by the Articles of Incorporation, or by these Bylaws. In the event that a quorum is not present at any meeting, the Directors present may adjourn the meeting without further notice until a quorum can be properly assembled.
5. **Voting.** Each Director is entitled to one (1) vote. Directors may vote by written/electronic proxy upon prior approval of Chairperson.
6. **Attendance.** Pursuant to three (3) consecutive absences or four (4) absences within a twelve-month period, the Chairperson of the Board shall call an Executive Committee meeting to review the attendance records of the Director. If, upon review, the Executive Committee determines there is insufficient circumstance to justify the absences of the Director, it may recommend removal and replacement of the Director to the full Board. Upon majority vote of a quorum of the Board, such a recommendation will be given to the Chairperson for appropriate action. Telephonic attendance may be constituted as attendance upon prior approval of Chairperson. Directors may not have two consecutive telephonic attendance or three annually.
7. **Vacancies.** Any vacancy on the Board, including vacancies created by an increase in the number of members of the Board shall be filled by appointment by the full board for the unexpired term. In the event that vacancies on the Board shall reduce the number of Directors to less than a quorum, the Chairman shall appoint additional members of the community to serve in such vacancies until appointment of Directors, pursuant to Article II, Section 2 of the Bylaws.
8. **Removal.** Any Director may be removed by a vote of the majority of the Board whenever, in the judgment of the Board, the best interests of the CVB will be served.
9. **Powers.** The Board shall be responsible for establishing operating policies for the CVB and for evaluating the progress of the CVB in the attainment of its goals. The Board shall have full and complete power to transact all business and manage the affairs of the CVB, to elect officers, to select and set the compensation of or remove the President, to approve employee benefit plans and to authorize the sale, conveyance, transfer, assignment, trade, exchange, lease, mortgage, otherwise encumber or pledge any property, real or personal, of the CVB.
10. **Conflicts of Interest.** Members of the Board and Executive Committee shall not participate in a vote or decision on a contract involving a business entity or real property in which the Director or his or her immediate family, (spouse, parent, parent-in-law, brother, brother-in-law, sister, sister-in-law, child, son-in-law or daughter-in-law or other persons living in the same residential dwelling unit of the director) is a director, officer, employee or has a substantial interest if it is reasonably foreseeable that such action would confer an economic benefit on the business entity. Any such conflict of interest shall be disclosed by the member and recorded in the minutes of the meeting where that action is taken. As a condition to admitting a new member to the Board, the member must agree to abide by the Conflict of Interest Policy for the Board of Directors and Officers of the Muscatine Convention and Visitors Bureau, as it may be amended from time to time.

The Board may elect committees as provided in Article IV. The election of any committee shall not relieve the Board or any Director of any responsibility imposed on the Board or the Director by law.

## **ARTICLE III – OFFICERS**

1. **Number and Designation.** The officers of the CVB shall be a Chairperson, Past Chair, two (2) Vice-Chairpersons, a Secretary and a Treasurer, and such other officers as the Board shall designate. No officer of the CVB or Board member shall receive any compensation for services rendered in such person's capacity.
2. **Election of Officers.** The Board shall make a Chairperson recommendation and submit it to the full Board for consideration annually with a term to commence June 1<sup>st</sup> and end the following May 31<sup>st</sup> subject to the approval of the full Board. The Chair nominee must be a sitting member of the Board. The Vice-Chairpersons, Secretary and Treasurer shall be nominated by the Chair and approved by the Board at its annual meeting. The officers shall take office at the time of election and shall serve a term of one (1) year or until their successors are duly elected for such period of time as may be determined by the Board. Any other officers which the Board may designate from time to time may serve upon such terms and for such periods as the Board shall determine.
3. **Chairperson.** The Chairperson shall preside at all meetings of the Directors. The Chairperson shall annually recommend to the Board a slate of committee chairpersons for appointments by the Board. The Chairperson shall perform such other duties as the Board shall from time to time designate. The Chairperson shall serve as an ex officio member of all committees.
4. **Vice-Chairperson.** In the absence of the Chairperson, or in the event of his or her death, inability or refusal to act, the duties of Chairperson shall be performed by the Vice-Chairperson. The Vice-Chairperson shall also perform such other duties as may be assigned to them by the Board.
5. **President.** The President shall have, subject to the powers of the Board, general supervision and control over the entire business of the Bureau, to employ, fix the compensation of and discharge all employees and to perform all of the duties and exercise all of the powers usually incident to the office or which may be assigned to the Chairperson of the Board. The Executive Director shall be hired based on demonstrated professional qualifications and have the authority to sign all contracts and other written instruments consistent with the annual budget approved by the Board and submitted to the City along with the marketing plan. The President shall be a salaried employee of the CVB whose compensation shall be fixed from time to time by the Board. The President may attend all meetings and serve as a nonvoting member of the Board, and when called upon to do so, shall report to the Board at their meetings the progress and affairs of the CVB.

The President shall work with the Finance Committee to prepare the annual budget and shall submit the annual budget ninety (90) days prior to the start of the new fiscal year to the Board for approval. After Board approval of the budget, the President shall submit the budget to the City Council for review and consideration for approval. The President shall also submit to the Board timely financial statements, including but not limited to a comparative analysis of actual versus budgeted income and expenses.

6. **Secretary.** The Secretary shall review and submit the minutes of all meetings of the Board, shall issue all necessary notices of such meetings, shall have access to the records of the CVB, shall perform all of the duties commonly incident to the office and shall perform such other duties and have such other powers as the Board shall from time to time prescribe.

7. **Treasurer.** The Treasurer shall have custody of the funds of the CVB and shall deposit the funds to the credit of the CVB in such bank as may be designated by the Board. The Treasurer or staff financial appointee shall have custody of all financial records, stocks, bonds, notes, valuable papers or any other related records of the CVB, and shall keep accurate books or accounts which shall adequately show the financial status of the CVB and shall be subject at all times to the inspection of the Board or any member thereof. The Treasurer shall serve on the Finance Committee. In addition, the Treasurer shall exercise all of the powers and perform all of the duties usually incident to the office or which may be assigned to the Treasurer by the Board.
8. **Delegation of Powers.** Whenever these Bylaws specify a duty to be performed by an officer, Director, board or committee, the duty may be performed by a delegate of that person, board or committee, except where specifically prohibited by law, or these Bylaws.
9. **Removal.** The Directors may, at any regular meeting or at any special meeting called for that purpose, remove any officer except for the Chairperson with or without cause.
10. **Vacancies.** Should any office become vacant, except for the Chairperson, by reason of death, resignation, removal, disqualification or otherwise, the Directors may, at any meeting, appoint a successor from the current board, with a written ballot majority vote.
11. **Bonds of Officers.** The Board may secure the fidelity of any or all officers by bond or otherwise, in such term and with such surety or sureties of conditions as shall be required by the Board.
12. **Records.** All financial records and minutes of meetings of the Board, along with other valuable papers of the CVB, shall become permanent records of the CVB and shall be kept securely in the offices of the CVB at all times. Copies of these records may be made for any member of the Board at anytime.

## **ARTICLE IV – COMMITTEES**

1. **Executive Committee.** Annually, the Board shall designate an Executive Committee. Each member of the Executive Committee shall be a member of the Board. The Executive Committee shall include the Chairperson and the two Vice Chairs, Secretary and Treasurer as determined by the Board.

The Executive Committee may only act in the absence of a quorum of the Board at a duly called and noticed Board meeting and then only on items contained on the published agenda. Any action taken by the Executive Committee shall be placed on the next regular agenda for ratification by the full Board or a quorum thereof.

The Executive Committee shall have and exercise all of the authority of the Board in carrying out and handling the business and affairs of the CVB except where action of the entire Board is otherwise specified by these Bylaws or applicable law. The Executive Committee shall be subject to the control and direction of the Board.

The Executive Committee shall annually review the operations and activities of all standing committees established by the Board and shall report to the Board the findings of such annual reviews. The Executive Committee shall review the Strategic Plan Initiatives and oversee the President Performance Review and Compensation.

13. **Finance Committee.** Annually the Chairperson shall recommend and the Board shall elect the members of the Finance Committee. Each member of the Finance Committee shall be a member of the Board. At least one (1) City representative from the board will serve on the Finance Committee. The Treasurer shall be a standing member of the Finance Committee. The Finance Committee shall have a minimum of three (3) and a maximum of five (5) members, as determined by the Board. The Finance Committee shall oversee the annual audit/review of the CVB's financial statements prepared by an independent certified public accountant or accounting firm and prepared in accordance with generally accepted standards. Also, the Finance Committee shall oversee the preparation of the annual budget and shall review the CVB's financial position and make recommendations and reports regarding these matters to the Board. The final approval of the annual budget shall remain with the Board and the City Council as stated in Article III, Section 5.
14. **Other Committees.** The Board may designate, by a resolution adopted by a majority of the Directors in office, one (1) or more other committees to advise and make recommendations to the Board on matters designated by the Board. Each such committee shall consist of one (1) or more Directors and such other persons selected by the Board. Committees designated pursuant to this section shall not have or exercise the authority of the Board in the management and operation of the bureau.

## **ARTICLE V – FISCAL YEAR**

The fiscal year of the Bureau shall be the same as that of the City of Muscatine (July 1<sup>st</sup> – June 30<sup>th</sup>).

## **ARTICLE VI – AMENDMENT OF BYLAWS**

These Bylaws may be altered, amended or repealed by a majority vote of the quorum of the Board of the CVB at any annual, regular or special meeting of the Directors. In the event the Board proposes to alter, amend or repeal these Bylaws, the Board may then adopt and effect the alteration, amendment or repeal of these Bylaws with a majority vote of the full Board. At least ten (10) days notice of the meeting at which the proposed changes are to be considered shall be given to each Director by written notice mailed or e-mailed to the Director's addresses as they appear in the CVB's records, and the proposed change(s) to the Bylaws shall be mailed to each Director with the notice.

## **ARTICLE VII – DISSOLUTION**

1. **Procedure.** The Board shall adopt a resolution recommending that the CVB be dissolved. Upon adoption of the resolution by the Board and approval thereof by the City Council, notice of dissolution shall be mailed to each known creditor and/or claimant against the CVB.
2. **Distribution of Assets.** The assets of the CVB shall be applied as follows: (1) all liabilities and obligations of the CVB shall be paid, satisfied and discharged; (2) assets held by the CVB upon condition requiring return, transfer or conveyance, which condition occurs by reason of the dissolution, shall be returned, transferred or conveyed in accordance with such requirements. The remaining assets, if any, shall be distributed to the City, and all financial records and other documents and information held by the CVB shall be transferred to the City.

## **ARTICLE VIII – INDEMNIFICATION**

The CVB shall indemnify each and every member of the Board against any and all liability or expense, including attorney's fees, incurred by any Board member by reason of any actions or omissions within the course and scope of the official duties that may arise out of the functions and activities of the CVB.



## ***Coordinator, Greater Muscatine Area Convention and Visitors Bureau***

### ***Mission***

To aggressively promote Greater Muscatine as a premier Midwest convention and tourism location.

### ***Key Responsibilities***

1. In conjunction with the CVB Board of Directors, develop an annual plan with measurable outcomes for convention and tourism in Greater Muscatine.
2. Develop and implement specific plans to promote Greater Muscatine as a convention location for regional, state and national conventions, including business conferences, recreational events and association meetings and conferences.
3. Develop and implement plans and materials to market the Greater Muscatine area as a visitor attraction; to work in conjunction with other regional and state tourism efforts; and to work in conjunction with and publicize the events and attractions that exist.
4. Develop and utilize materials, presentations and other approaches designed to create increased tourism and convention business in the Greater Muscatine area.
5. Develop and monitor an annual budget for CVB activities.
6. Direct staff and volunteers to accomplish the mission and objectives of the CVB.
7. Promote Greater Muscatine area opportunities and achievements to internal and external markets.
8. Develop an annual report of CVB metrics, activities and accomplishments.
9. Actively seek grants to supplement regular CVB funding in order to extend the effectiveness of the organization's efforts.
10. Form strong partnerships with businesses and organizations in the Greater Muscatine area that are involved in convention and tourism activities. This may include committee participation.

### ***Important Characteristics***

1. Desire to succeed and meet or exceed planned expectations
2. Outstanding presentation and written communication skills
3. Ability to sell ideas and community attributes
4. Effective team member
5. Self-starter
6. Creative, idea person
7. Skilled in computer, website and social media use
8. Marketing and/or Convention and Tourism training/experience
9. Organized
10. Willingness to be active and visible in the community

102 Walnut  
Muscatine,  
563-263-8895  
7662



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Iowa 52761 USA  
• Fax 563-263-

## ***Key Relationships***

1. Staff
2. Volunteers
3. Members and Investors
4. Community leaders
5. Regional partners
6. State personnel
7. Vendors

## ***Job Parameters***

1. Position will be full-time and salaried
2. Extensive travel will be required
3. Work hours will not always be regular.
4. Must be willing to participate in professional development activities.
5. Person must be able to lift 40 lbs.

## ***Supervisor***

1. CVB Board of Directors



## **Greater Muscatine Convention and Visitors Bureau Coordinator Job Posting**

The Greater Muscatine Convention and Visitors Bureau Board of Directors is accepting applications for the position of full-time Coordinator (min 40 hrs/wk).

### **Functions:**

Responsible for planning, directing, managing, and overseeing the Greater Muscatine Convention and Visitors Bureau, including marketing, sales and service in order to attract visitors to the Muscatine area. Promote the area's dining, shopping, recreation, entertainment, businesses lodging, and attraction products to group tours, meeting and event planners, sports organizers, tourist and local residents and guests.

### **Successful candidates must posses:**

Must possess excellent speaking, writing, listening, and leadership skills as well as a positive attitude.

Excellent time management and organizational skills.

Be a proven self starter with the passion and drive to promote our area.

Appropriate office attire for meeting and greeting the public and portraying a professional image.

The ability to perform multiple tasks in an environment of frequent interruptions

The ability to work with and have knowledge of budgeting and accounting.

Be proficient with many of today's office and promotional software programs and be extremely fluent with social media, internet and other electronic applications and programs.

A working knowledge, or ability to quickly obtain a general knowledge, of the Greater Muscatine Area, including county facilities and those in other Muscatine County communities.

Ability to manage the day-to-day operations of the Convention and Visitors Bureau and staff, as well as the recruit, lead and direct multiple groups of volunteers.

The proven ability to grow and cultivate tourism-related activities both in the rural and communities within the county and identify contacts in each community.

Ability to seek out and recruit groups affiliated with state, regional and national organizations to hold future meetings, activities and events in Muscatine County.

The ability to design, develop and implement marketing strategies including, but not limited to, promotional materials, website, social networking, electronic media information, and press releases.

Work in cooperation with, and take direction from the Convention and Visitors Bureau Board of Directors.

The ability to obtain grant monies, sponsorships, donations and funding support for the organization and its activities.

The ability to represent the Greater Muscatine Area, including all of Muscatine County, at tourism industry conferences and promotional events as well as serve as an active participant with other tourism organizations.

The ability to provide the necessary and requested reporting as requested by the Board of Directors, and other reporting/funding organizations.

### **Accountability**

The Coordinator is directly accountable to the Greater Muscatine Convention and Visitors Bureau Board of Directors. He or she will keep the Board Chair informed at all times of the progress being made plus keep all staff and volunteers informed of activities and schedules.

### **Qualifications:**

Three to five years experience in sales and/or marketing, preferred tourism-related field.

Availability to work as needed, evenings and weekends included.

Valid Drivers License and use of an automobile.

### **Compensation:**

Full-time, exempt position. Salary based on experience, \$30,000 - \$45,000. Benefits include paid vacations and sick days, out of town mileage and travel expenses paid for work events and meetings.