



CITY OF INDIANOLA COUNCIL STUDY MEETING

April 3, 2023

6:00 PM

City Council Chambers 110

N 1st St., Indianola, IA

Minutes

Annual Update from Catch Des Moines

Greg Edwards, Trina Flack and Brock Konrad presented the 2022 report for the Convention and Visitor's Bureau, Catch Des Moines. Topics discussed were:

- The economic impact of tourism
- Visitor data
- Conventions and events
- The marketing strategy

The Council discussed with Catch Des Moines the best way for the City and businesses to interact with Catch Des Moines in order to increase publicity, and Iowa taxes charged to visitors through hotel reservations.

Update regarding the Indianola Chamber of Commerce's Tourism Initiative

Chamber Director Amanda Zwanziger led a conversation regarding Indianola's assets listed on the Catch Des Moines website with Catch Des Moines and the Council.

Zwanziger shared the Chamber's agenda for their stakeholder planning meeting on April 7.

Discussion regarding upcoming agenda items from within the regular April 3, 2023, City Council meeting at 7:00 p.m.

No discussion was held.

