

CATCH DES MOINES

DES MOINES CUSTOMER ADVISORY BOARD

May 22-24, 2022

THE S'S ARE SILENT. OUR CITY SAYS "WELCOME!".

Host Hotel

[Hilton Des Moines Downtown](#)

435 Park Street
Des Moines, IA 50309
515.241.1456

Sunday, May 22, 2022

Arrivals throughout the day

1:00pm

Optional – [Hamilton](#) Performance

[Des Moines Performing Arts](#)

*Meet In Hilton Lobby at 1230 for departure.

6:00pm

Departure from hotel- Meet In Hilton lobby

6:15pm - 8:30pm

Dinner - [Bubba](#)

Monday, May 23, 2022

Meeting Location – [Iowa Events Center](#)

If Driving: Park in either the Near North lot (off 5th Ave, closest to Convention Center) or Far North (larger, north parking lot). When you arrive, say you are here for the CVB Advisory Board Meetings so you aren't charged to park.

If Coming from Hilton: Exit the Hilton on Floor 2 to the skywalk--head North to the Iowa Events Center. Enter the convention center on your right.

8:00am - 9:00am

**Full Breakfast - Iowa Events Center
Room 319- Convention Center**

9:00am - 9:30am

**Welcome and Introductions
Board Room 4 - Mezzanine Level**

9:30am - 10:00am

CEO Update - Greg Edwards
Destination overview and key Des Moines issues

10:00am - 10:20am

Coffee & Communications Break

10:20am - 12:00pm

(Post) Pandemic Meeting & Event Realities

- Discussion regarding COVID-19 pandemic related changes to planning and operating meetings & events including, but not limited to:
 - Hotel & Venue Contracts

- Event Design & Production
- Attendance
- Technology
- Attendee Health, Safety & Wellness

12:00pm - 1:30pm

Lunch
The Fort - Wells Fargo Arena

1:30pm - 3:00pm

Diversity, Equity & Inclusion Discussion
Room 320- Convention Center

- [Sophia Hyder Hock](#) - Chief Diversity Officer - [Destinations International](#)
- Des Moines DE&I Committee
- Topics include, but not limited to:
 - DE&I issues important to attendees and stakeholders
 - DE&I issues related to destination selection

3:00pm - 3:20pm

Coffee & Communications Break

3:20pm - 5:00pm

Des Moines Field Trip
Experiential overview of new destination assets and venues

- [Iowa State Fairgrounds](#)
- [Pro Iowa and New Soccer District](#)
- [Lauridsen Skatepark and ICON WaterTrails](#)

5:15pm - 6:30pm

Free Time

6:30pm

Depart for Dinner - Meet In Hilton Lobby

6:45pm - 9:00pm

Dinner – [801 Chophouse](#)

Tuesday, May 23, 2022

Meeting Location: [Hilton Des Moines Downtown](#)

Matrix Room – 2nd floor

If Driving: Park in the Hilton Parking lot--enter off Park St. When you arrive park in the surface lot or if it's full, use street parking or 5th & Keo garage.

8:00am - 8:45am

Breakfast -- Matrix Room (2nd Floor)

8:45am - 10:00am

Destination Key Topics

- Des Moines Destination Master Plan
- Website Evolution
- New and Desired Sales & Service Tools

10:00am - 10:20am

Coffee & Communications Break

10:20am - 11:30am

Open Issues, Industry Trends & Peer-to-Peer Problem Solving Session

- CAB members discuss key topics relevant to their professional roles and share solutions for workplace challenges

11:30am - 11:45am

Meeting Summary & Wrap Up

11:45am

Grab & Go Lunch & Departures