

# CATCH DES MOINES

DES MOINES CUSTOMER ADVISORY BOARD

May 1- 3, 2024

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

## **Host Hotel**

[Hotel Fort Des Moines](#)

1000 Walnut Street  
Des Moines, IA 50309  
515-528-7733

## **Wednesday, May 1, 2024**

Arrivals throughout the day

- |                 |   |
|-----------------|---|
| 5:15pm          | <b>New Member Meeting</b><br>Speakeasy at Hotel Ft Des Moines |
| 5:30pm - 6:15pm | <b>Welcome Reception</b><br>Speakeasy at Hotel Ft Des Moines  |
| 6:15pm          | <b>Depart hotel</b>   |
| 6:30pm - 8:30pm | <b>Dinner at <a href="#">Americana</a></b>                    |

## **Thursday, May 2, 2024**

Meeting Room: Wedgewood Room

- |                   |   |
|-------------------|---|
| 8:30am - 9:15am   | <b>Full Breakfast</b><br>Wedgewood Room Foyer   |
| 9:15am - 9:45am   | <b>Welcome and Introductions</b>  |
| 9:45am - 10:30am  | <b>Des Moines Leadership Updates - Greg Edwards &amp; Trina Flack</b><br>Destination overview and key Des Moines issues<br>Destination Master Plan Update |
| 10:30am - 10:50am | Coffee & Communications Break   |
| 10:50am - 12:00pm | <b>Venue and Hotel Contract Landscape</b><br>Changes, Clauses, Language, Timing and other Key Issues<br>Data driven decision making                       |
| 12:00pm - 1:15pm  | <b>Lunch - <a href="#">Noah's Ark</a></b>   |

- 1:30pm - 4:30pm **Des Moines Field Trip**  
**Neighborhoods, Reinvestment, Social Inclusion, Corporate Social Responsibility**
- [Blk and Bold](#)
  - [Valley Junction](#) and Farmers Market
  - [Justice League of Food](#) and The Kitchen
  - [Meals from the Heartland](#)
- 4:30pm - 6:00pm **Return to hotel and free time**
- 6:00pm **Depart for Dinner - [Simons](#)**

**Friday, May 3, 2024**

**Meeting Rooms: Iowa Events Center & Wedgewood Room**

- 8:00am - 8:45am **Breakfast**  
 Wedgewood Room Foyer
- 9:00am - 10:00am **[Iowa Events Center](#) - Entertainment District**
- Update on Junior Ballroom
  - Development adjacent to the convention center/arena - conversation with community leaders
- 10:15am - 10:30am **Coffee & Communications Break - return to Hotel Fort Des Moines**
- 10:30am - 11:30am **Listening Sessions Key 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**