

## **Customer Advisory Board Zoom Meeting Minutes 7.27.20**

**Participants:** David Kliman (The Kliman Group), Monica Russell (American Assn of State Highway Transportation Officials), Morgan Basham (Conference Direct), Lauren Swanson (National Pork Producers Council), Tonya Cameron (United Methodist Women), Staci Perpich (Principal Financial Group), David Tharp (International Assn for Food Protection), Dan Cataldi (Iowa Soccer Assn), Trina Flack (CVB), Carolyn Devine (CVB), Chris Baker (CVB)

### **Des Moines Update:**

Des Moines is open for events and sports. State guidelines allow us to be at 100% capacity, while following social distancing guidelines. Hotels and facilities have implemented mask mandates, and revised layouts and food and beverage practices, to allow events to happen, safely.

- Even though we CAN host events, we are still seeing a significant decrease in occupancy and groups
- Most recently hosted
  - Nike Tournament of Champions
    - Three consecutive weekends in July at the Iowa Events Center (12 courts)
    - Masks required and temperature checks were done
  - Markiewicz International- Regional for 1300; hosted at the Iowa Events Center
- No known outbreaks have stemmed from either event

### **2020-2021 Outlook:**

What do meetings look like for the remainder of 2020?

- Many have cancelled all meetings through the end of 2020, or flipped to full virtual
- Overall feeling, amongst the planners, is that they cannot responsibly bring together large amounts of people for meetings right now
- Lauren – National Pork currently has a hybrid meeting in August with about 250 on site at Kalahari resort; has meetings on the books for October and December that are TBD.
- David (IAFP) – Annual Meeting was scheduled for August (Cleveland); Board is making a decision in the next several days about the fate of the postponed October date. Likely going virtual.
- Dan (Iowa Soccer Assn) – Have seen a 35% reduction in participation, nationally. Youth clubs are losing membership, some are combing their dwindling teams to build full teams; Modifying tournaments to single day events, or shortened weekends so families don't have to stay overnight
- Tonya (United Methodist Women)- All meetings have been cancelled.

What do meetings look like through 2021?

- Monica (AASHTO)– Looking to do some in person and some hybrid at this point. March/April starts their busy season.
- Lauren (NPPC) –Annual meeting is in March 2021, but TBD
- Staci (Principal Financial Group) – doesn't see events truly returning to normal until '22
  - Brought up the tough questions about virtual: how do you pay for the new technology platforms; with hybrids how do you decide who gets to go and who has to be virtual?

- David (IAFP)—Has an international meeting in April, poses lots of questions about travel restrictions, etc. if that meeting holds; Annual scheduled for July in Phoenix
- Morgan (Conference Direct) – so many events were moved '21. It is overwhelming because there is still fear these will move again if restrictions and struggles carry over to next year
- Tonya (United Methodist Women) – 84% of her meeting attendees are 65+ and fall into that higher risk group. They will not have in person meetings until there is a vaccine.

**Virtual Events- Are You Charging:**

- Tonya (United Methodist Women) – next virtual meeting is sponsored so no charge, will survey for charge on next one
- David (IAFP)— virtual meeting is \$250 to register, half of what it would have been on site, lots of content still available
- Lauren (NPPC)— meeting is a membership perk so no charge to attend, charging sponsors the same for virtual event as they would in person
- Staci (Principal)- Still working on how to pay for hybrid. They are onboarding a virtual tech platform.

**Concerns/Questions Surrounding Future Meetings:**

- The lack of federal policy is confusing
- Concern about the liability
- Expectations for site inspections?
  - Unanimous that all site inspections have gone completely virtual right now
- Is it staff leadership driving decisions or membership responses?
- Code of conduct should be established detailing new expectations for physical contact
  - See APEX Guidelines
  - Looking for a one stop for compilation of links and info for each city's guidelines, etc.
- Event spaces are taking proper precautions
  - The fear is that people attending the events don't take precautions in their free time
    - Isn't that why the event does? If they promote social distancing and mask wearing does it matter what people do in their free time, because the social distance and mask should protect you regardless? Does it protect you/is it worth it?