

## **Customer Advisory Board Zoom Meeting Minutes 10.8.2020**

**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), Staci Perpich (Principal Financial Group), Scott Wunn (National Speech & Debate Assn), Dan Cataldi (Iowa Soccer Assn), Teresa Parmenter (Iowa AAU), Mary Byrne (Unity Point), Sarah Haines (ITA Group), Greg Edwards (CVB), Trina Flack (CVB), Carolyn Devine (CVB), Chris Baker (CVB), Brock Konrad (CVB)

**Des Moines Update:** Des Moines remains open at 100%, with social distancing guidelines. Some groups, specifically the agricultural and sports markets are willing to meet. With that, we've created a safe and open video: <https://youtu.be/a3zfd4MDFE0>

CAB Feedback:

- Doesn't overload information, but gets you interested
- Need to hit the drivability part harder, regional meetings should be focus with companies restricting air travel

### **Industry Information and Resources—what resources are being used now?**

- ITA Group
- US Travel (outlook on leisure travel can predict business travel)
- ALHI- Michael Dominguez
- Northstar Meetings
- Event Industry Council
- Longwoods
- Destinationanalysts.com

### **Outlook on 2021 Meetings**

- Reviewing large group meetings as they get closer
- National Pork Producers is scheduled to meet in Louisville in March. This will likely be 50% in person (normally 400 attendees)
  - o Some dedication to partial in person due to cancellation policies
- Lack of federal policy is making things hard for certain groups
  - o Youth sports: when teams travel from out of state, whose policy do they follow? Sports will compete, but admins and coaches still aren't meeting full in person (US Youth Soccer cancelled their meeting)
- Health and safety are main drivers, but waiting to make decisions based on cancellation policies
- Lots of time is being spent transitioning to virtual.