

Western Iowa Tourism Region Annual Meeting

Wednesday, June 14, 2023 • 10:00 a.m.

Registration begins at 10 a.m.

Mini Tours at 10:15 a.m.—come early to see the museum

Meeting 10:30 with lunch & speaker to follow

Speaker: Cyndi Sweet, Iowa Museum Association



US Hwy. 71 (south), Audubon

Registration is online! Just click on the link, fill out the information and it registers you for the meeting. It even sends you an email.

<https://form.jotform.com/231233225554044>

Just hit Ctrl & click on the link. **Registration deadline is June 7th! Please register so we have a food count.**

If you have questions, email shrley@visitwesterniowa.com

Iowa's hundreds of museums and community historical societies are local treasures. Through good stewardship of collections, our museums hold in trust for the public the collective identity and memory of Iowa.



Cyndi Sweet, Executive Director of the Iowa Museum Association will be our featured speaker

"IMA Builds Strong Museums: How can we help you?"

As funding becomes scarce and local museums are existing on small budgets with volunteers, how can we help you make your museum an essential part of your community?

- Is your organization supporting community goals? How are you engaging with your community?
- What are your organizational priorities and values? Is your organization meeting people's needs?
- Do you strive to operate according to best practices, including rotating exhibits and collections care?
- Does your site have a clear and well developed story to tell?
- Does your organization budget its goals and priorities including staff & volunteer training, collections care, and exhibit refresh?



Bring your brochures and visitors guides so we have them for the Clay County Fair in September.