

CITR MEETING

Wednesday, March 9, 2022

Join us for a day of learning, networking, region & industry updates, and idea sharing!

Iowa Tourism Town Meeting

The Iowa Tourism Office staff will share the work their office does, talk about how to be involved with their efforts, and provide a detailed overview of the 2022 tourism marketing campaign. Other discussion topics will include research opportunities, strategic plan updates and information about the upcoming Iowa Tourism Conference.

Speakers: Amy Zeigler and the staff from the Iowa Tourism Office/IEDA.

A Roadmap to Recovery [DEI at the Core]

For the travel, tourism and events industry, the COVID-19 pandemic brought many operations to a standstill. As we look ahead, leaders in the industry can reimagine and rebuild with an intentional focus on inclusivity, economic growth, and legacy. In this session, we will discuss a roadmap to recovery that integrates diversity, equity & inclusion into critical aspects of the industry. Participants will learn how to design a plan to integrate DEI into key aspects of your work, business, or organization.

Speaker: Claudia Schabel, Schabel Solutions

[Schedule]

10:00 AM to 10:30 AM
Registration

10:30 AM to 11:45 AM
Iowa Tourism Town Meeting

11:45 AM to 12:30 PM
Lunch

12:30 PM to 1:00 PM
CITR Business Meeting

1:00 PM to 2:30 PM
A Roadmap to Recovery - DEI at the Core

2:30 to 3:00 PM
Optional Tour - Greater Des Moines Botanical Garden

[Location]

Greater Des Moines Botanical Garden

**909 Robert D. Ray Drive
Des Moines, IA 50309-2897**

www.dmbotanicalgarden.com/visit/directions/



travel
IOWA

Seminar hosted by the Central Iowa Tourism Region in partnership with the Iowa Tourism Office.

Registration Form Registration required and due by March 2, 2022

Or register online at <https://form.jotform.com/220374845867164>

Name: _____ Phone: _____

Organization: _____ Email: _____

This is my first CITR meeting

Please check appropriate boxes: \$20 per person registration fee and due by March 2

I'll pay at the seminar Check enclosed

Special Dietary Needs: _____

Send Registration to:

Central Iowa Tourism Region • PO Box 454 • Webster City, IA 50595

FAX: 515-832-4809 • Email: ann@iowatourism.com • Phone: 800-285-5842

Cancellations after March 2, 2022 and no-shows will be subject to pay registration fee.

DRIVING DIRECTIONS

Greater Des Moines Botanical Garden

We do not recommend using a GPS system to navigate to the Botanical Garden. Most GPS systems will not navigate you to our facility. We recommend using the directions below. However, if you do use a GPS, please use zip code 50309 as this may help your device find our location.

Greater Des Moines Botanical Garden

909 Robert D. Ray Drive | Des Moines, Iowa 50309-2897 | 515.323.6290

Please note: Access to the Botanical Garden directly from University Avenue is closed. To access the Botanical Garden from University Avenue, please take Pennsylvania Avenue south to Des Moines Street and turn right on Des Moines Street to the "T" intersection at Robert D. Ray Drive. Turn right on Robert D. Ray Drive and the Botanical Garden will be on the right after you go under the I-235 bridge.

Eastbound on I-235

- Take Exit 8B for East 6th Street Exit
- Turn Right on East 6th St.
- Turn Right on Des Moines Street (corner with Alba restaurant)
- Continue straight on Des Moines Street to the "T" intersection at Robert D. Ray Drive
- Turn Right on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.

Westbound on I-235

- Take Exit 8B for East 6th Street Exit
- Turn Left on East 6th St.
- Turn Right on Des Moines Street (corner with Alba restaurant)
- Continue straight on Des Moines Street to the "T" intersection at Robert D. Ray Drive
- Turn Right on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.

Eastbound from downtown on surface streets

- Take the Grand Avenue bridge over the river
- Turn left on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.