



IHBA Regular Session Minutes

July 17, 2008

The meeting was brought to order by Secretary Terry Pauling at 7:00 pm.

Minutes The minutes of the previous session were read and approved.

Treasurer Report No Report

Committee Reports

Membership

One new member to report.

Program

In the absence of a report, a discussion of topics revealed suggestions for potential future programs, many of which are in line with the current effort to protect the environment:

Lighting Recycling Construction materials

Mechanical Systems Service Providers

Appraisals Mechanic liens

Home Builders Show designed to educate the public on building techniques.

Technology

In the absence of a report, several additions to the website were discussed, including:

- Builders Offering local incentives and rebates that could be found on our website
- Features about building products, such as ICF walls, could be placed on the website and changed on a rotating basis.

Parade of Homes

The remainder of the meeting was used to discuss the upcoming Parade of Homes, scheduled for Oct. 11-12. This is a busy weekend and includes the Bridge Festival in Winterset and the Des Moines Homebuilders fall show.

Other items of discussion included:

- Builders will be invited to attend the August IHBA meeting where they will receive the application packets. These packets will include the general rules and regulations concerning this year's show.
- Visitor Folders will be created to provide our visitors with additional community information.
- Visitors will be able to register for door prizes at each location, which will include 4 - \$100 gas cards, and 2 - \$100 Indianola Certi-Checks
- Advertising –
 - Frank was in charge of Radio advertising last year and will be asked to do so this year.
 - A schedule of advertising this year's home show has already been established with the record Herald, including the Parade of Homes Tabloid which is to be published the week of October 8th.

- Parker Signs will be contacted to determine the cost of large signs to be placed in strategic highway locations a couple of weeks before the event.
- A suggestion was made to establish an awards program for our Parade of Homes. More discussion on this topic will take place before the next meeting.
- Builders will be encouraged to provide visitors with other promotional items.
- A design for our directional signs was approved by the group, with ordering to take place early next week.
- Frank will determine who will be in charge of organizing this year's show participants.

Old Business

New Business

Program

Downing Construction provided refreshments.

The meeting was adjourned at 8:20 pm.

Respectfully submitted
Terry Pauling, IHBA Secretary