

Missouri Association of CVB's
Executive Committee Meeting
July 21, 2004

Executive Committee Members Present: Teresa Gilliam, Amy Supple, Stephanie Roush, Joe Donnelly, Andy Theim, John Robinson, Marci Bennett
Absent: Ross Summers, Steve Powell

Stephanie opened the meeting. Marci distributed MACVB financials and explained the year to date variances and how they relate to the timing of expenses and income for the annual meeting. Marci will distribute a P&L to the executive committee comparing the two past annual meetings.

We will be presenting a formal budget to the full board at our meeting in September. Marci noted that there is some leeway for committee expenses. Stephanie requested that the committee chairs come back with budgets to present in September.

We discussed developing an updated membership brochure. Marci's staff will work with the membership committee to develop this. Also, discussed an allied membership brochure. Stephanie noted that it would be nice to send an e-mail to each member bureau when they pay their dues, noting the opportunities that have been made available to them through the past year. Many times the total of these educational opportunities (IACVB, CDME, DMOU, etc.) exceeds the dues that the member pays. It was agreed that it is always good to remind our members of their benefits.

Motion was made by Andy and seconded by Stephanie to have an annual audit conducted utilizing the audit service we have used in the past. Motion carried.

We noted that it is time to conduct our biennial Comparative CVB Operations Study. The board determined that it would only be distributed and accessible by participating bureaus. Andy will pull together a committee to review the current document and recommend any changes to the survey tool. It was suggested that Cheryl Thorp be asked to work with this committee since she was very involved in this project at the outset. The committee will have recommendations at our next meeting.

The evaluations from the 2004 Annual Meeting were reviewed. We discussed room rate and location since those seem to be the only issues raised. It was noted that a central location seems to work well. The executive committee will make the final decision on location. Marci will complete the spreadsheet as soon as the August 1 deadline occurs and will distribute to the exec committee. We will have a conference call to make the decision.

The next full meeting of the MACVB board will be Tuesday, September 14th, from 6-7 PM, in conjunction with the Governors Conference in Kansas City. Marci will send out a notice.

Stephanie requested that each committee chair come to the September meeting with an annual plan of action complete with budgetary requirements.

Marci noted that the MACVB membership directories are in the process of being updated and re-printed. These are used primarily for our members, for recruiting new members, and to distribute to the legislature.

Joe Donnelly reported that MTC would like for MACVB to partner on legislative efforts for this year. MTC is planning on meeting with the Lt. Gov. and Gov. candidates and would like MACVB to be involved. They are going to invite them to the Gov.'s conference. Marci noted that during the last election the MACVB exec committee met one on one with each candidate for Lt. Gov. and we went to them. It seemed to work very well and did not pit the candidates against each other off of their home turf.

Joe also noted that Pat Amick is looking into ways the industry can get more involved in hosting the freshman legislative breakfast while they are on the freshman tour in December. They will get back to us on that.

Andy Theim reported on the small market DMO meeting that was held at the annual conference. It appears that there is a need for this group to meet on a semi regular basis and for them to bring forward educational and advocacy needs that can be addressed by the full board. It was determined to define small market DMO as \$500,000 and less in annual budget. Marci will put together a list of those organizations and get it to Amy. The executive committee agreed to put the small market DMO group under the Membership Committee as a sub committee.

Marci noted that only seven of our member bureaus have signed up for the DMOU opportunity. Stephanie asked that a reminder goes out and gives members a deadline.

Andy noted that Senator Steelmans office is looking at the process necessary to change the definition of a transient guest so that it does not adversely effect transient tax collections. He will keep us updated.

The strategic plan was distributed for review. Committee's and chairs are:

Education: Chair Amy Supple, Cheryl Thorp, Sam Allen, Andy Theim

Sub Committee: Small Market DMO's – Chair Andy Theim

Legislative: Chair Sam Allen, Andy Theim, Stephanie Roush

Membership: Chair, Teresa Gilliam

Sub Committee: Allied Membership – Chair Rhonda Mertens

Research and Marketing: Chair, Chuck Martin

Meeting Adjourn