

Missouri Association of Convention & Visitors Bureaus
February 19, 2004 – 11:30 AM
Capitol Plaza Hotel
Jefferson City, Missouri

Voting Board members Present:

Steve Powell-St. Charles, Marci Bennett-St. Joseph, Stephanie Roush-Independence, Sam Allen-Lebanon, Kirsten Glidden-Warrensburg, Annette Conrad-St. Louis CVC Designee, Cathy Rahe-Hannibal CVB, Ross Summers-Branson CVB, Amy Supple-Grand River CVB, Chuck Martin-Cape Girardeau CVB, Pansy Glenn-Sikeston-Miner CVB, Karen Krispin-Maryland Heights CVB, Renee Graham- Columbia CVB Designee, Joe Donnelly-Kansas City CVB Designee, Mark Wessels-Washington CVB, John Robinson-Missouri Division of Tourism.

Guests Present:

Donna Powell-Legacy Dimensions, Kim Lenox-MMG Worldwide, Louie Lichtenberg-MMG Worldwide, Beth Allin-MMG Worldwide, Alan Carr-MMG Worldwide, Raeanne Presley-Missouri Tourism Commission, Terry Graven-Lebanon CVB, Bob Smith-Missouri Division of Tourism, Anita Vanderwert-Learfield/MONET, Jolene Dempster-St. Joseph CVB.

Call to Order:

The meeting was called to order at 11:38 AM by President Steve Powell who welcomed those present to the Capitol Days board meeting. All present were introduced. After review of the board minutes from October 4, 2003 in Bennett Spring State Park, Ross Summers moved for approval with a second from Sam Allen. Motion carried.

Treasurers Report:

Sam Allen gave an update of the financials for 2003/2004. Total membership revenue is at \$27,000. Cash on hand is at \$74,297. With a budget of \$43,000 and expenses of \$33,000. Cathy Rahe moved that the Treasurers Report for February 10, 2004 be approved with a second from Chuck Martin. Motion carried.

Old Business:

Revision and Formal Adoption of Strategic Plan Document:

There was review of the Strategic Plan adopted on October 6, 2003. Andy Thiem will serve on the plan for product and development. Ross Summers presented the motion to adopt the "Plan" with a second from Pansy Glenn. Motion Carried. Sam Allen thanked everyone for joining in at the session in Bennett Spring and invited them back.

Bylaw Revisions & Adoption:

The proposed by-law revisions were reviewed. Steve Powell moved that we additionally amend the Executive Committee composition to include two at-large members, rather than one. Sam Allen made the motion to accept the proposed revisions as well as the revision to the Executive Committee composition. Stephanie Roush seconded the motion. Motion carried.

Web site:

Marci Bennett reported that in 2002 there were approximately 21,030 unique visitors to the MACVB web site and 46,846 in 2003. Marci announced that any changes that need to be made, please submit directly to her.

Legislative Report:

It was reported that, as of the present time, all is “quiet.” There are no major problems, and the Division of Tourism is looking at the same budget as last year (\$15,000,000) as opposed to the budget stipulated in RSMO 620 (\$17.5 million). In addition, the “Serving up Breakfast” for Capitol Day was very successful.

Ross Summers discussed the situation with gambling as it relates to countywide vote and the implications in SW Missouri. Also, he mentioned that they are working on ways to regulate travel clubs which are a huge problem in the Branson area. He encouraged all members to keep track of this legislation. He will forward the bill number to Marci for distribution.

Sam Allen also made mention on the sales tax on the “Not For Profit” lodging tax which never made it out of Committee – thanks to everyone in MACVB and the industry.

Marci Bennett reported that three Commissioners are on expired terms. Lou Hamilton announced, today, that he is resigning from the commission. It is likely that Joe Maxwell will chair the Commission. Bob Smith explained how the Commissioners’ expirations work. Marci suggested that MACVB encourage the Governor to appoint a person from the industry to file the slot of Commissioners. Mr. Smith suggested and emphasized that MACVB write letters to the Governor, Lt. Governor and copy to all Commission members. Steve Powell will draft a letter.

John Robinson mentioned that it is time to start focusing on the commemoration of the Civil War. The Civil War began in Missouri long before 1861. Everyone needs to gather his or her local information in order to get a jump on this campaign. In his words, the Civil War is “America’s best kept secret.”

There was also mentioned that Missouri’s “Little Book” should be electronic. Bob Smith will check to see if the information can be downloaded to the MACVB web site for member use.

Division Update:

Donna Powell updated on the recent BankTravel in Myrtle Beach. The state of Missouri is also gearing up for Missouri Days in Toronto, Canada, which is held in April. PowWow for 2004 will be held in Los Angeles.

New Business:**Nominating Committee Report:**

In October, a nominating committee was compiled to put together the slate of officers for the 2004/2006 term. The committee submitted a slate of officers or: President-Stephanie Roush, Vice President-Sam Allen, Secretary-Amy Supple and Treasurer-Ross Summers. The proposed Members-at-Large are: Teresa Gilliam and Andy Thiem. The floor was opened to nominations, which there were none. Kirsten Glidden moved

that MACVB approve the nomination for the slate of officers for the 2004/2005 term. Pansy Glenn seconded the motion. Motion carried. They will be voted on at the Annual meeting set for June 2004.

Scholarship Opportunities – Education Committee:

Marci Bennett reported that the Education Committee has several different educational opportunities available for CDME electives. The last several years, MACVB has offered \$250.00 scholarships to members to attend CDME Core or Elective Courses. The Education Committee asked for input from the membership on which elective courses to offer prior to the 2004 Annual Meeting. The consensus was to investigate offering an elective in Sports Marketing and an elective in Rural Tourism Development/Rural Tourism. Marci will check with Don Anderson about scheduling and a communication will go out to the membership asking for firm commitments so that we can finalize. Details on the CDME program may be viewed at www.iacvb.org

There was also discussion on education for the smaller bureaus. Marci discussed the opportunities available through the DMOU program. The cost to subscribe to these tele-conferences and to purchase the CD's is \$300.00 per year. This includes 12 different programs that focus on management, sales, marketing and Internet. She proposed that all 29 MACVB members would benefit from this opportunity and that it would be a good investment by MACVB to support the educational needs of their members. After discussion, the motion was made by Marci Bennett to proceed with this program with MACVB purchasing a complete series of DMOU TeleSeminar Tracks for each member bureau. Cathy Rahe seconded the motion. Marci will get the information on how to subscribe and will distribute.

Missouri Hotel Lodging Association:

Joe Donnelly reported from the Missouri Travel Council that MHLA is trying to boost membership by offering to do "road shows" all over the state to talk about tourism in general and solicit membership to key organizations. Their timeframe is from April to June. There is no cost for this two-hour presentation. CVB's can assist at the meetings to show support and involvement.

Other:

Joe Donnelly, Gary Figgins and Dale Amick are setting up meetings in April with gubernatorial candidates. They are requesting all MACVB members to participate in this endeavor. After discussion it was determined that it would be most effective for MACVB to contact and interact with the candidates after the primary and once the field is narrowed down. That seemed to be effective in the last election.

Adjournment at 12:40 PM.