

**Missouri Association of Convention & Visitor Bureaus
Board Meeting
Capitol Plaza Hotel
Jefferson City, Missouri
February 12, 2003
3:15 p.m.**

Voting Members Present: Joel Pottinger, Tracy Kimberlin, Sam Allen, Marci Bennett, Steve Powell, Stephanie Roush, Joe Donnelly, Andy Thiem, Ross Summers, Teresa Gilliam, Cheryl Thorp, Amy Supple, Jim Zaleski, Beth Carmichael, John Robinson, Karen Krispin, Kirsten Glidden, Pansy Glenn, Chuck Martin.

Non-Voting Members & Guests: Herb Fallert-Ste. Genevieve, Nancy Milton-St. Louis CVC, Bob Smith-Division of Tourism, Wyli Barnes-Branson Chamber/CVB, Kim Thompson-St. Joseph CVB, Scott Reeter-Mizzou Magazine, Kim Helwig-MMG Worldwide, Bob Frohoff-MMG Worldwide, Ronda Mertens-Preprint Publishing, Renee Graham-Columbia CVB, Raeanne Presley-Missouri Tourism Commission, Steve Presley-Presley Theatre, Angie Bender-Cape Girardeau CVB, Anita Vanderwert-Learfield Radio, Melody Voris-Learfield Radio, Dave Reynolds-Branson Chamber/CVB.

Call To Order – The meeting was called to order at 3:15 p.m. by Vice President Tracy Kimberlin who welcomed those present to Capitol Day for Tourism. All present introduced themselves. Andy Thiem moved for approval of the minutes from the October 16, 2002 meeting with a second from Ross Summers. Motion carried.

Treasurers Report – Sam Allen presented the Treasurers Report. Revenue on hand is \$56,559.93. Beth Carmichael moved to approve the report. Kirsten Glidden seconded the motion. Motion carried.

Legislative Committee Report Update – Sam Allen stressed to the Board that there are approximately 90 new legislators in the state that need education on tourism. Bob Smith emphasized the importance of developing relationships at home rather than in Jefferson City. John Robinson, Marjorie Beenders and Gary Figgins are sending weekly press releases. Sam is working closely with the CVB's and Gary is keeping the Travel Council updated. Sam moved that the board authorize the Executive Committee to spend up to \$5,000 on a legislative education program. Second by Beth Carmichael. Motion passed.

OLD BUSINESS:

Destination Sales Training – Marci Bennett reported on the sales training course scheduled for December 10th and 11th in Kansas City as a huge success. The seminar

included twenty-six participants, with six from the state of Kansas. Anyone interested in future sales training courses were encouraged to contact Marci.

Pow Wow 2003 – Joe Donnelly reported that \$14,950 has been raised as of this date. MACVB is ready to talk with the host committee to determine what our involvement will be. The Missouri Tourism Division is the largest sponsor so far. Special evening activities will include Sunday night at the Arch (sponsored by MDT and the St. Louis CVC). Monday night (sponsored by Illinois) will have a Route 66 focus. Sponsorships for the dining event are still needed, and if MACVB members have potential restaurant sponsors in their area, please e-mail Bev. The Arch party needs additional re-enactors from different areas of the state. The committee is also working on finding a block of rooms for all characters. Volunteers are still needed. The official Post-Fams will include all five regions; Northwest (Kansas City/St. Joseph area), Southwest (Branson/Springfield area), Central (Columbia/Lake of the Ozarks area), Northeast (Hannibal/Illinois area) and Southeast (St. Genevieve/Illinois/Kentucky area). Donna Cordle-Powell is working on all post-fams. Nancy Milton expressed appreciation to MACVB for their support. It is a wonderful way to reach out and touch the world.

NEW BUSINESS:

Missouri Division of Tourism – Bob Smith reported to the Board that NTA is changing their format this year. Due to declining sponsorships, they are changing from five days to four. MDT is debating on whether or not to continue “Breakfast In Bed”. NTA is also considering eliminating caucuses and scheduling all “Dine Arounds” on the same evening. There may be the need to look at other opportunities (BankTravel, ABA, etc.). Bob encouraged everyone’s input.

Bob announced that Jill Raines, formerly of Southwest Airlines, will be joining the staff of MMG, replacing Rob O’Keefe.

“Missouri Great Escape” – Kim Helwig and Bob Frohoff from MMG Worldwide presented the Board with a power point presentation on the new Spring/Summer ad campaign.

Welcome Center Affiliations with MDT – Bob Smith stated that there have been numerous requests from a variety of entities on Welcome Centers affiliates throughout the state. The Commission challenged the MDT to come up with new ideas. Affiliates can fill out an application, which must be approved. There will be stringent rules that include carrying the expected literature, there must be 25 miles between another welcome center, periodic inspections and one-year renewals. This program will be available to CVB’s, Chambers and educational entities. They can buy signage from MDT and MODOT will install. Cost for this program has not been determined as of yet.

MACVB Annual Meeting – Marci reminded the Board that the Annual Meeting will be held June 1-3, 2003 at the Country Club Resort at Lake of the Ozarks.

Other:

Steve Powell announced to the Board that the St. Charles convention center vote passed by 60 percent.

Marci Bennett reported that the Lewis & Clark Commission is offering the second round of educational grants of up to \$500 per school. Schools and teachers (public and private) can apply through the Secretary of States' office. For more information, log on the Secretary of States' web site.

The Vacation Planner Bid for 2004 has been awarded to Preprint Publishing.

Dave Reynolds has joined the Branson Lakes CVB as Vice President of Marketing.

There was discussion regarding the Sunshine Law which states that if your organization is a public entity, all information is considered public record. There have been requests received by CVB's for what they consider privileged information. There is question for those organizations who receive public funds as to what information they must release upon request under this law. Organizations have 72 hours in which to respond to requests. The topic might be addressed at a workshop during the MACVB Annual Conference.

Adjournment at 4:25 p.m.